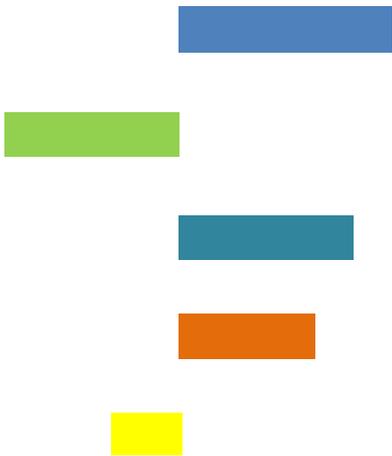




# Introducing the KIC Score

Africa's first monthly consumer confidence index

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# INTRO

1. The index (benefits)
2. The data
3. The series
4. The coverage
5. Use case (Nigeria/Ivory Coast)

# Africa's first monthly consumer confidence index

Released the last week of every month, the KASI Insight Consumer Confidence Index (KIC Score) provides a focused view on consumer perceptions in key African cities where most spending in the continent is concentrated. The survey provides a simple measure of consumers' optimism about their economic prospects in the near term and attitude towards making major purchasing decisions.

## KEY BENEFITS

- ✓ Monthly trending of consumer confidence in multiple cities in Africa
- ✓ Fresh data set on current, future city and personal economic conditions, intentions and expectations
- ✓ Tracking of multiple Cities Confidence Score available to all users
- ✓ 7 standard measures available with monthly history
- ✓ Deep demographic breakdown of Consumer Confidence

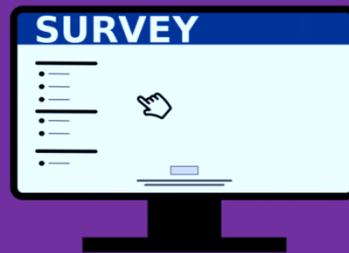
# COVERAGE



## THE DATA

The KASI Insight Consumer Confidence Score (KIC Score) is a composite index of 7 questions that runs monthly via our consumer polls in the countries surveyed.

The data output is based on a fresh, randomly selected representative sample of city dwellers aged 18-64.



Monthly  
7 questions  
7 urban centers  
Desktop surveys



Urban dwellers  
Aged 18+  
Fresh sample  
Active & Educated\  
3500 respondents

## THE SERIES

The KIC Score will boil down to a single metric. For each question, the final metric will be a 'balance measure' of the percentage of positive responses minus the percentage of negative responses. The overall metric will be an average across all the questions.

**Confidence**

**Current**

**Expectation**

**The seven questions capture consumer views on:**

1. Expectations - Overall economic situation in country
2. Expectations – Overall state of economy in city
3. Expectations - Personal financial situation
4. Comfort in making regular expenses
5. Comfort in making large purchases
6. Confidence in ability to spend in the future
7. Confidence about job security & prospects

# KASI Terminal feed

<b>Name</b>	Nigeria Consumer Confidence Index
<b>Category</b>	Consumer Confidence
<b>Period</b>	Apr-17
<b>Frequency</b>	Monthly
<b>Country</b>	Nigeria

<b>Ticker</b>	NGCCI Index	<b>Source</b>	KASI Insight
<b>Latest</b>	+11	<b>High</b>	+26
<b>Next release</b>	06/10/17	<b>Low</b>	+9
<b>Start Date</b>	06/31/16	<b>YoY</b>	+4%

**Target Audience:** Urban dwellers households

The KASI Insight Consumer Perceptions Index (KIC Score) is a composite index of 7 questions that runs monthly via our consumer polls in the countries surveyed. The data output is based on a fresh, randomly selected representative sample of city dwellers aged 18-64.

The KIC Score will boil down to a single metric. For each question, the final metric will be a 'balance measure' of the percentage of positive responses minus the percentage of negative responses. The overall metric can range between -100 and +100, will be an average across all the questions.

For questions or feedback, please email us at [info@kasiinsight.com](mailto:info@kasiinsight.com).

## Historical Chart



## SUBSCRIPTION PLANS

*(per country)*

### PRO

- Be the first to receive the consumer confidence each month
- Track monthly trend of consumer confidence
- Get historical data ( 1 year worth )

**\$14.99**

Monthly billing

**\$169.99**

Yearly billing

### EXPERT

- Be the first to receive the consumer confidence each month
- Track monthly trend of consumer confidence
- Get historical data ( 1 year worth )
- Get demographic breakdown (Age, gender, SEC)
- Track multiple countries each month

**\$224.99**

Monthly billing

**\$2639.99**

Yearly billing

# LIMITATIONS

- Because the score and the data series are new, we shall be running them in test phase for the next 3 months. Changes based on clients/users feedback and our research team will be implemented as we improve and expand the data series.
- Sample size: The target size for each city was reduced to 500, the actual size may be less or more than 500 individuals. The actual sizes are reported at the beginning of the report.
- Potential bias: The gender allocation (40% female / 60% male) is the average across the cities. A different allocation may result in bias and we will assess if we need to weight the responses in the future. We are constantly looking for reliable benchmarks.
- Validation: The series is new and over the next couple of months, we will perform in-depth validation of the index and time series and compare them with reliable benchmark and data.
- Coverage: Our sample is recruited in various areas & neighborhood in the cities we survey to ensure it is representative of the demographics, the social classes within the city. A map of our data hubs is available on demand.

## ABOUT KASI INSIGHT

KASI Insight is an award-winning consumer research, data analytics and advisory firm focusing on Africa. We solve problems that present challenges for most firms doing business in Africa – lack of fresh local market data, slow project turnarounds, and a need for contextual insight and innovative research methods.

We empower frontier markets investors and funds with on-the-ground reliable data and insights. The KIC Score, Africa's first monthly consumer confidence index provides a pulse of consumer perceptions, expectations from seven of the biggest consumer centers in Africa. Combining the CCI with other macro data such as GDP provide a holistic view of frontier markets to investors, hedge fund managers, and asset managers.

KASI Insight is a member of the World association for opinion and market research (ESOMAR). KASI Insight abides by the ESOMAR CODE and ESOMAR World Research Guidelines standards.

Learn more about KASI Insight Inc. at [www.kasiinsight.com/kic](http://www.kasiinsight.com/kic)

