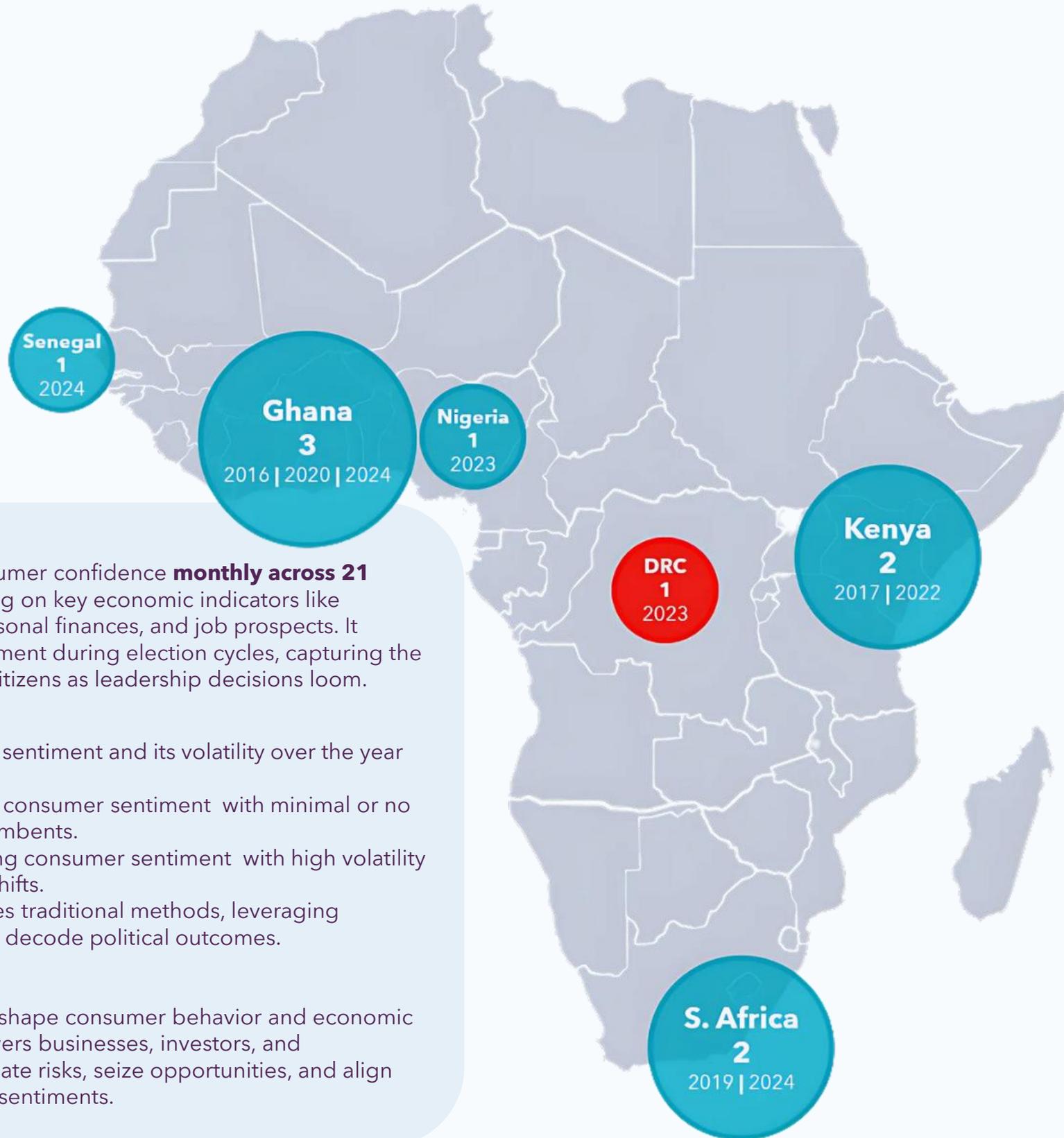


# Kasi Index of Consumer Sentiment has accurately predicted election outcomes in 9/10 presidential cycles across 6 African countries



## What is Kasi ICS?

The ICS monitors consumer confidence **monthly across 21** African nations, focusing on key economic indicators like purchasing power, personal finances, and job prospects. It identifies shifts in sentiment during election cycles, capturing the economic mindset of citizens as leadership decisions loom.

## How it works

The ICS tracks average sentiment and its volatility over the year preceding elections:

- **Continuity:** Stable consumer sentiment with minimal or no volatility favor incumbents.
- **Change:** Fluctuating consumer sentiment with high volatility signal leadership shifts.

This approach surpasses traditional methods, leveraging economic sentiment to decode political outcomes.

## Why it matters

Elections across Africa shape consumer behavior and economic trends. The ICS empowers businesses, investors, and policymakers to anticipate risks, seize opportunities, and align strategies with shifting sentiments.