Dataset Description
Index of Consumer Sentiment in Africa

Kasi INSIGHT

Overview

The Kasi ICS measures consumers' confidence in the economy by evaluating their personal financial situation, current economic conditions, and expectations for the future. This dataset helps businesses, marketers, and policymakers understand how shifts in sentiment impact spending behaviors, economic confidence, and market trends across various demographic groups. It provides actionable insights for strategic decision-making and policy formulation in the context of economic fluctuations.

Data Sources

Period: June 2016 – to date

Frequency: Monthly

Sample Size: 505,400 respondents (by Dec 2024)

Sampling Method: This tracker employs stratified random sampling, systematically categorizing participants by age, gender, income, and region to ensure a sample that's truly representative of the population, enhancing the reliability of the findings.

Survey Mode: The tracker utilizes Computer-Assisted Personal Interviewing (CAPI), with interviewers stationed at designated hubs. These hubs facilitate face-to-face interviews, allowing for direct data entry into electronic devices which improves data accuracy.

Questionnaire Format: The tracker features 30+ questions in multiple-choice, Likert scale, and open-ended formats, designed to extract detailed insights on varied topics

Data Weighting: To correct for sampling biases and ensure that findings mirror the demographic structure of the population, responses are carefully weighted based on demographic data.

KEY VARIABLES

DEMOGRAPHICS
- Age
- Gender
- Income Level
- Education Level
- Geographic Location

SENTIMENT INDICATORS
- Overall Economic Condition
- Personal Financial Situation
- Future Expectations

BEHAVIORAL DATA
- Spending Patterns
- Financial Outlook
- Economic Sentiment
- Purchasing Power

USE CASES

1 Strategic Business Planning: align their product launches, expansions, and pricing strategies with consumer confidence trends. During periods of high confidence, businesses might introduce premium products, while in low-confidence times, they can focus on value-based offerings.

2 Investment Insights: Predict market performance and guide their investment strategies. Understanding consumer confidence levels can help in forecasting spending behavior, which in turn influences stock market trends and sectoral performance.

TRACKER COVERAGE

- Angola
- Algeria
- Botswana
- **Cameroon**
- Congo
- DRC
- Egypt
- **Ghana**
- **Ivory**
- **Kenya**
- Namibia
- **Nigeria**
- Morocco
- Mozambique
- Senegal
- **South Africa**
- **Tanzania**
- Tunisia
- Uganda
- Zambia
- Zimbabwe

DATA FORMAT AND ACCESSIBILITY

File Format: CSV, Excel

Data Access: Available through Kasi Insight's data portal for authorized users.

Documentation: Codebook, survey questionnaire, and methodology report are provided with the dataset.

CONTACT INFORMATION

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