



How Africans perceive the US presidential elections

Cameroon, Ivory Coast, Ghana, Kenya, Nigeria and South Africa

February 2017



Who we are

We don't just provide data – we empower decision makers

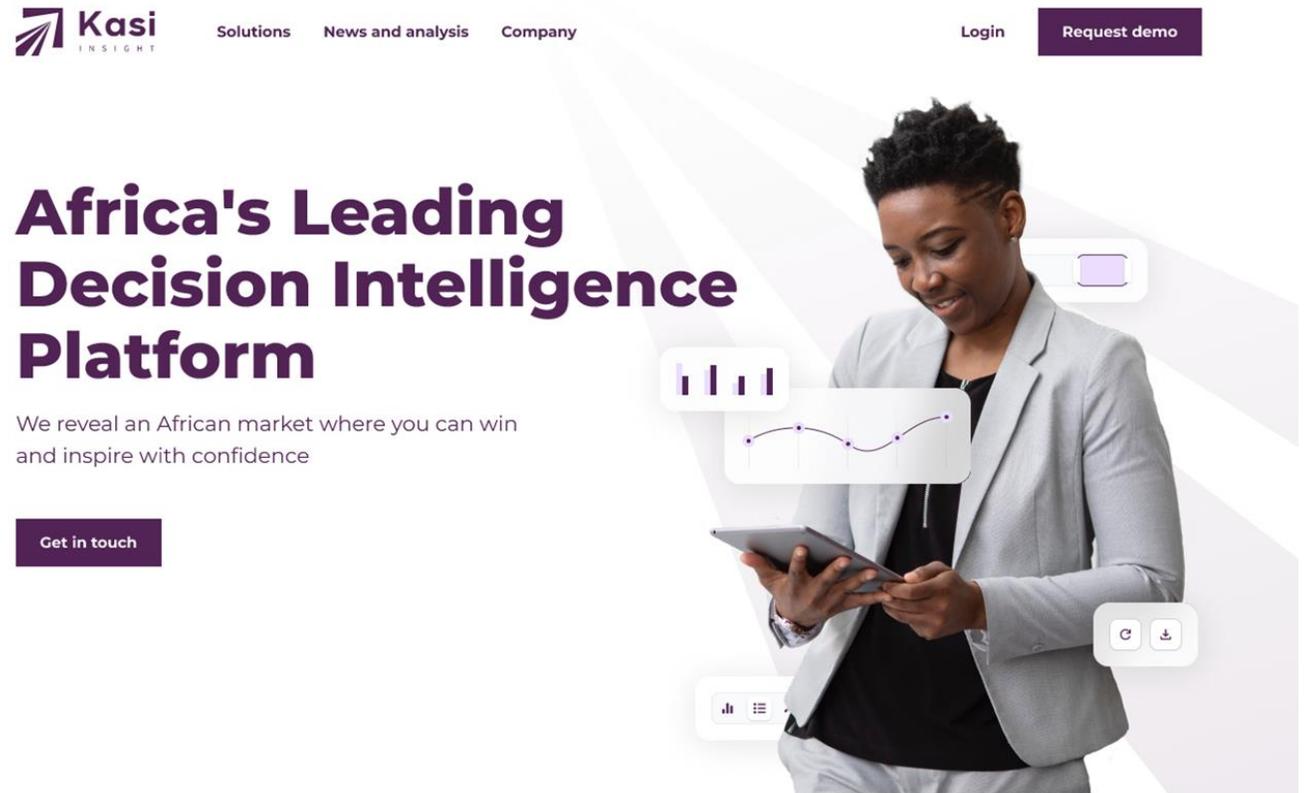


We are Africa's leading Decision Intelligence company; our story is a testament to African innovation and resilience. Born, funded, led, and supported by Africans, we are here to empower you with insights to win with confidence

Our approach combines proprietary high-frequency primary data with applied artificial intelligence, providing you with unparalleled insights into what Africans think, do, and what lies ahead.

With access to 609 million people across the continent, our proprietary platform facilitates **over 12,000** monthly interviews in **20+ of Africa's largest economies**. Additionally, we undertake custom projects in almost every corner of Africa, giving you a comprehensive view of this diverse landscape.

LEARN MORE



- 1** Even though the majority of Africans followed the US election, the interest for the campaign varies from country to country
- 2** The election of Donald Trump was a surprise especially for those who followed the campaign closely. Less of a surprise in Cameroon for example.
- 3** Respondents don't necessarily believe the election of Trump is bad for Africa. Respondents in Ivory Coast believe his election tend to agree his election is bad for Africa while respondents in Ghana don't
- 4** Despite several reports on how Africa will get off the US radar with Trump, Africans don't agree with that. Respondents in Nigeria and Ghana are the most concerned but respondents in Cameroon are not
- 5** 45% of respondents in Africa believe Donald Trump will be a good president. South Africa and Nigeria respondents are most optimistic he will be a good president while the respondents in Ghana are not
- 6** There is no consensus among countries on whether Africa needs America's aid to develop – Ivory Coast and Nigeria being the only countries where the majority thinks Africa needs America's aid.



US Election – What do Africans think about the results?

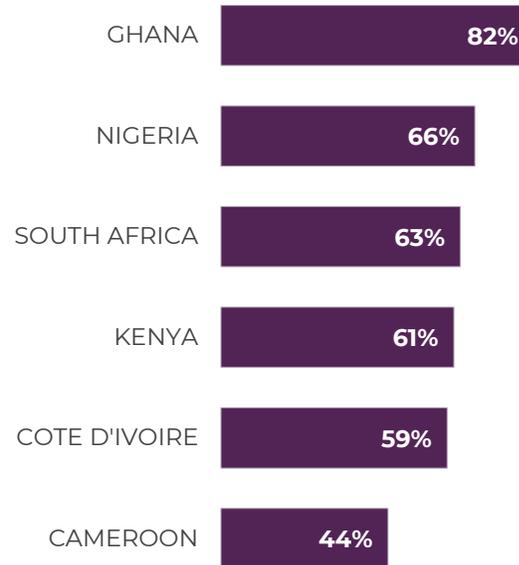
62%

of Africans followed the 2016 US election



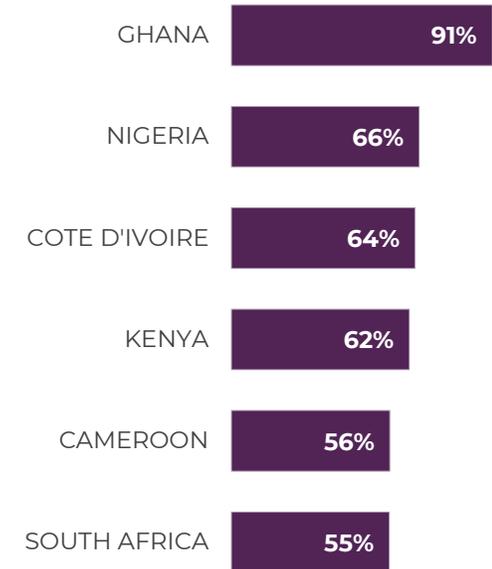
Source: KASI Insight

I followed the US election campaign – Agree %



- Don't assume everyone in Africa followed the election closely.
- 82% of respondents in Ghana followed the election closely
- 44% of respondents in Cameroon followed the election closely

The election of Donald Trump was a surprise to me – Agree %



- Those who really followed the campaign were the most surprised by the results
- 91% of respondents in Ghana were very surprised with the results
- 55% of respondents in South Africa were surprised with the results

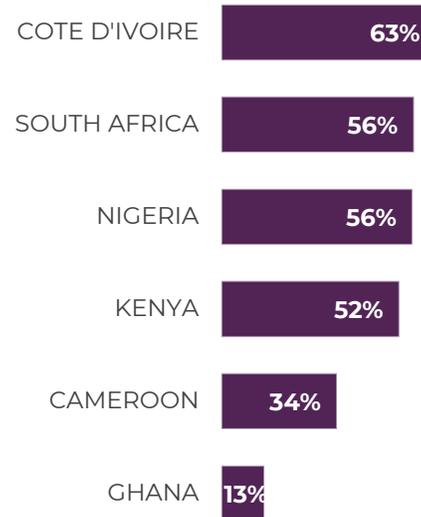
48%

of Africans think the Trump election is bad for Africa but...



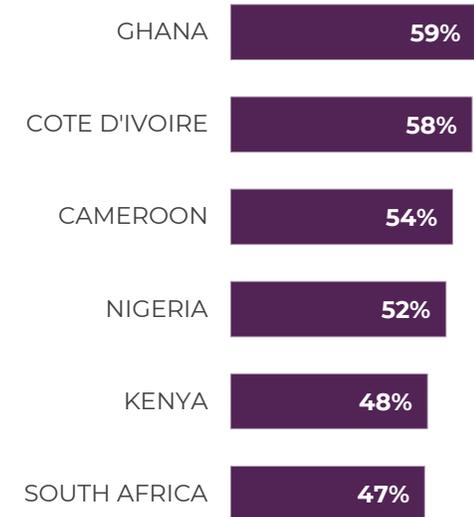
Source: KASI Insight

The election of Donald Trump is bad for Africa – Agree %



- 63% of respondents in Ivory Coast think the Trump election is bad for Africa
- Only 13% of respondents in Ghana think the Trump election is bad for Africa.
- Majority of respondents in South Africa and Nigeria also think Trump's election is bad for Africa

Africa needs America's aid to develop – Agree %



- 53% of respondents agree Africa's needs America's aid to develop
- Respondents in Ghana more so than respondents in South Africa
- Respondents in Ghana are the most pessimistic

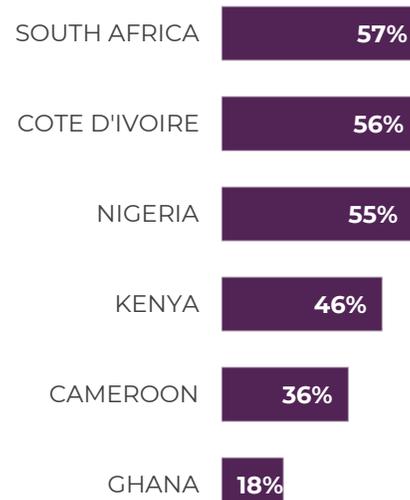
45%

of Africans think the Trump will be a good president but...



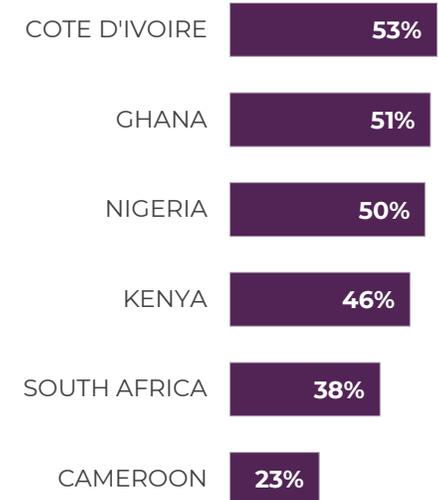
Source: KASI Insight

Donald Trump will do a good job as president – Agree %



- South Africans are more optimistic about Trump being a good president
- Ghanaians are least optimistic that Trump will be a good president
- Nigeria and South Africa are also hopeful he will be a good president

With D. Trump, America will forget about Africa – Agree %



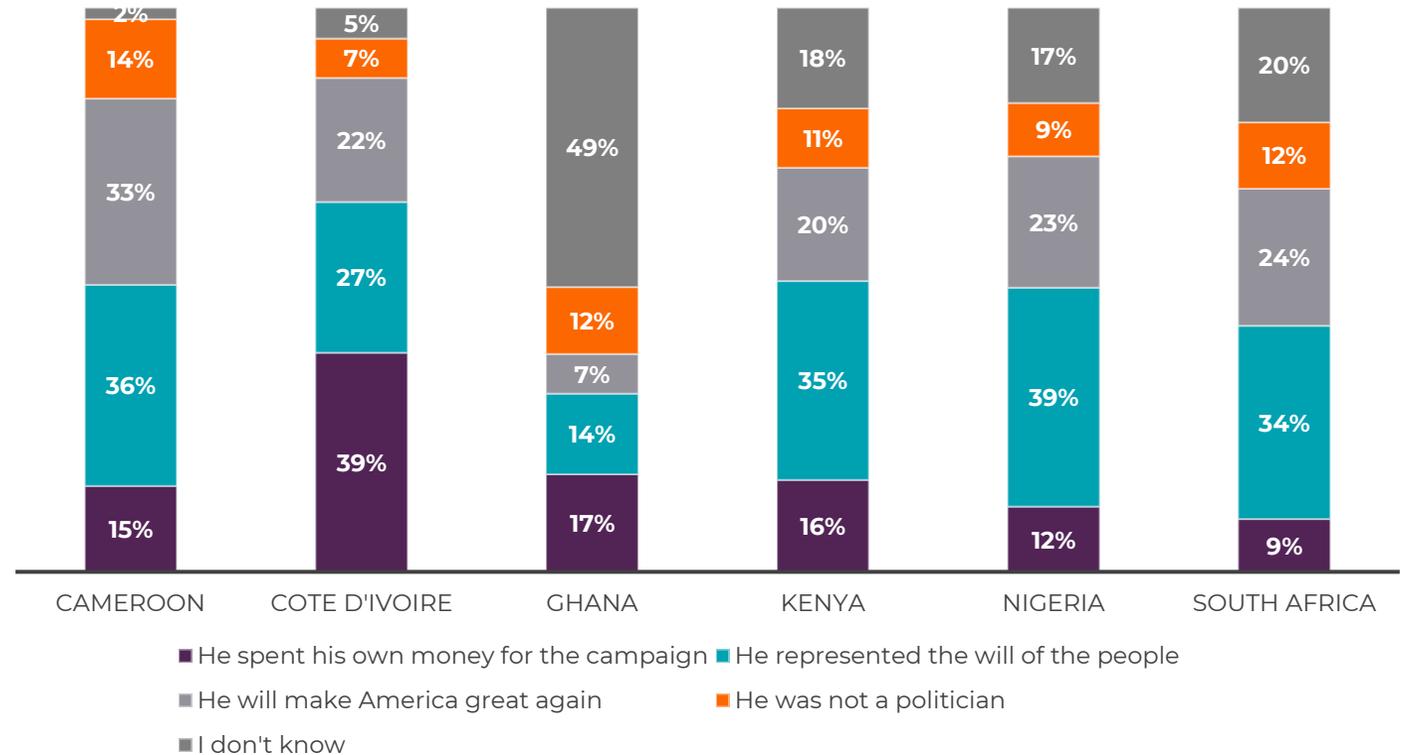
- South Africans are not that concerned about Africa falling off the map with the Trump election
- Respondents in Cameroon are the least concerned
- Respondents in Ghana and Ivory Coast are the most concerned

33%

of Africans think Trump won because he represented the will of the people



Source: KASI Insight



- Respondents in Ghana still don't know why Donald Trump won
- Respondents in Ivory Coast say D. Trump won because he spent his own money
- Respondents also believe he won because he will make America great again

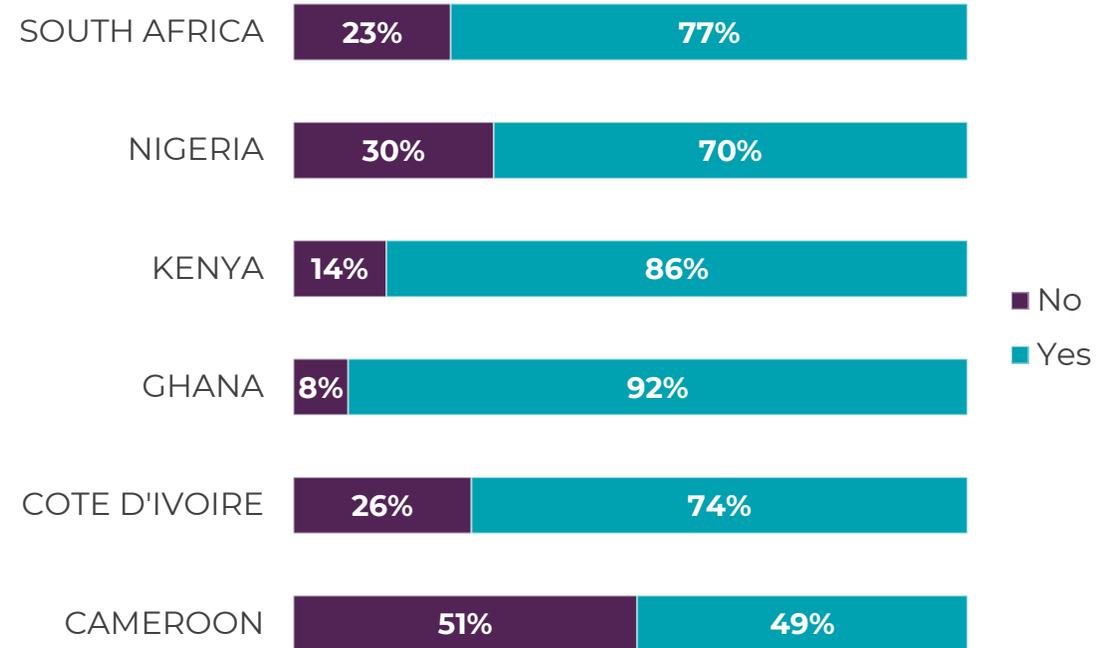
US Election – What do Africans think the Obama presidency?

73%

of Africans say they are happy with Obama presidency



Source: KASI Insight



Methodology



Survey start: **November 15**
Finish: **November 18, 2016**



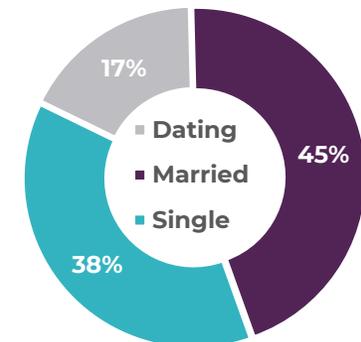
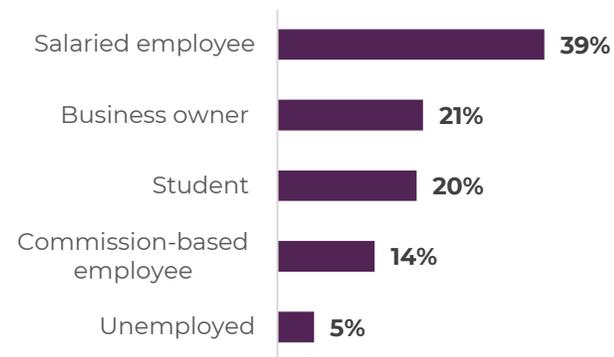
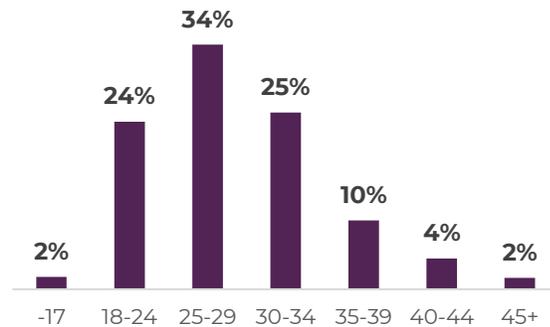
Total sample: **2800** urban dwellers in 6 countries



Survey: Online questionnaire

Items	Africa - 7 Markets
Sample Design	Area probability design.
Mode	Online questionnaire
Language	English French
Sample size	2800
Margin error	-/+3.1%
Representative	Adult (18+) urban dwellers
Weighting	None
Coverage	Cameroon, Ghana, Ivory Coast, Kenya, Nigeria, South Africa

RESPONDENTS PROFILE



Our clients

Many companies & organizations have adopted Kasi's research approach to understand the markets in Africa



Foreign, Commonwealth
& Development Office



Pernod Ricard



Associations & Accolades

Building Trust Through Prominent Research Affiliations and Alliances



**Business for Africa
and the World**
SHARM EL-SHEIKH, EGYPT, 8 - 9 December 2018

Contact Us

Address

Riara Corporate Suites – 3rd Floor
Nairobi, Kenya

Email

info@kasiinsight.com

Telephone

(+254) 786 511161

Win with Confidence

Find us on social media:



[Kasiinsight.com](https://kasiinsight.com)



[kasiinsight](https://www.linkedin.com/company/kasiinsight)



[kasiinsight](https://twitter.com/kasiinsight)



[kasiinsight](https://www.instagram.com/kasiinsight)



[KASlinsightinc](https://www.facebook.com/KASlinsightinc)