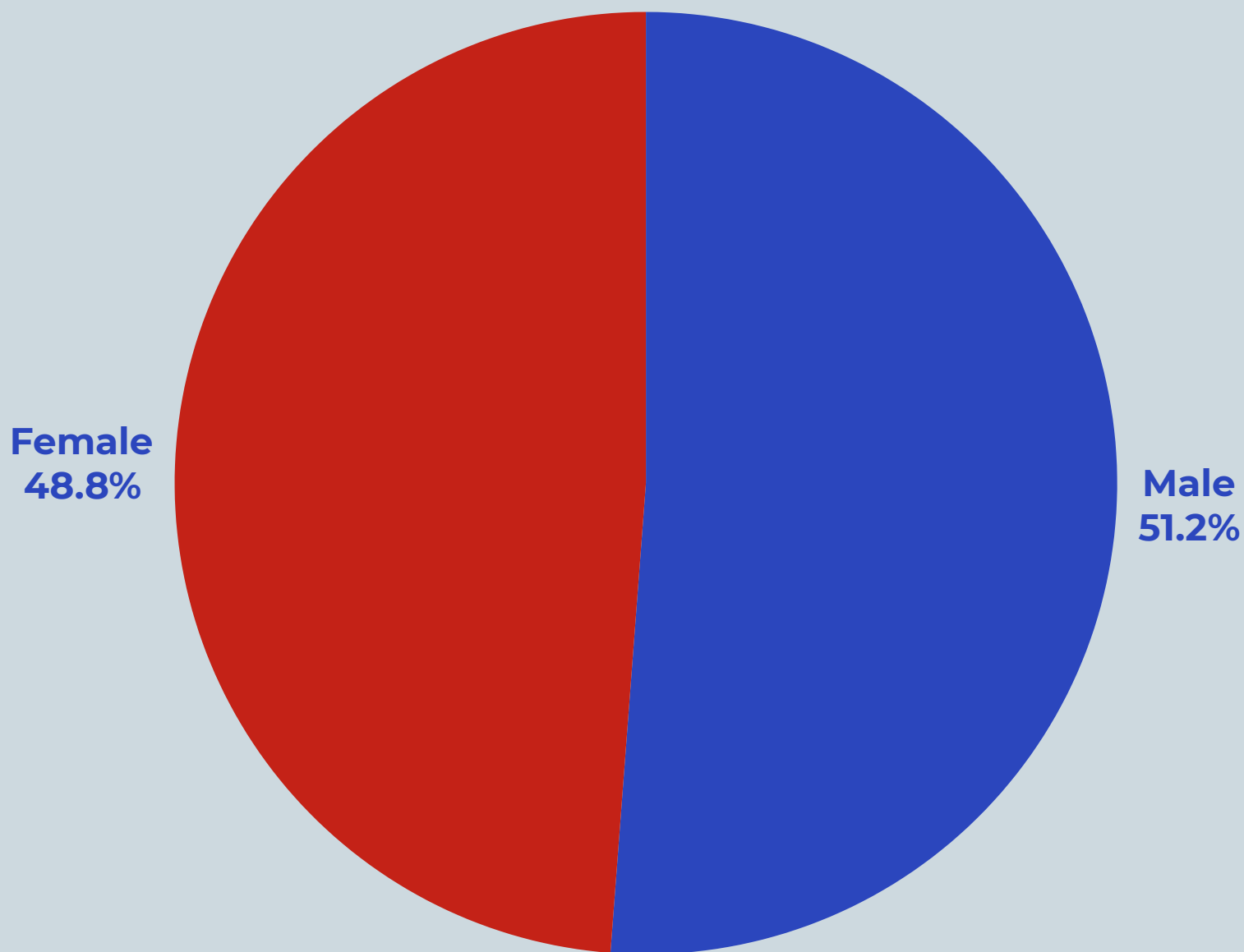




PANEL BOOK AFRICA



www.fieldgroups.com

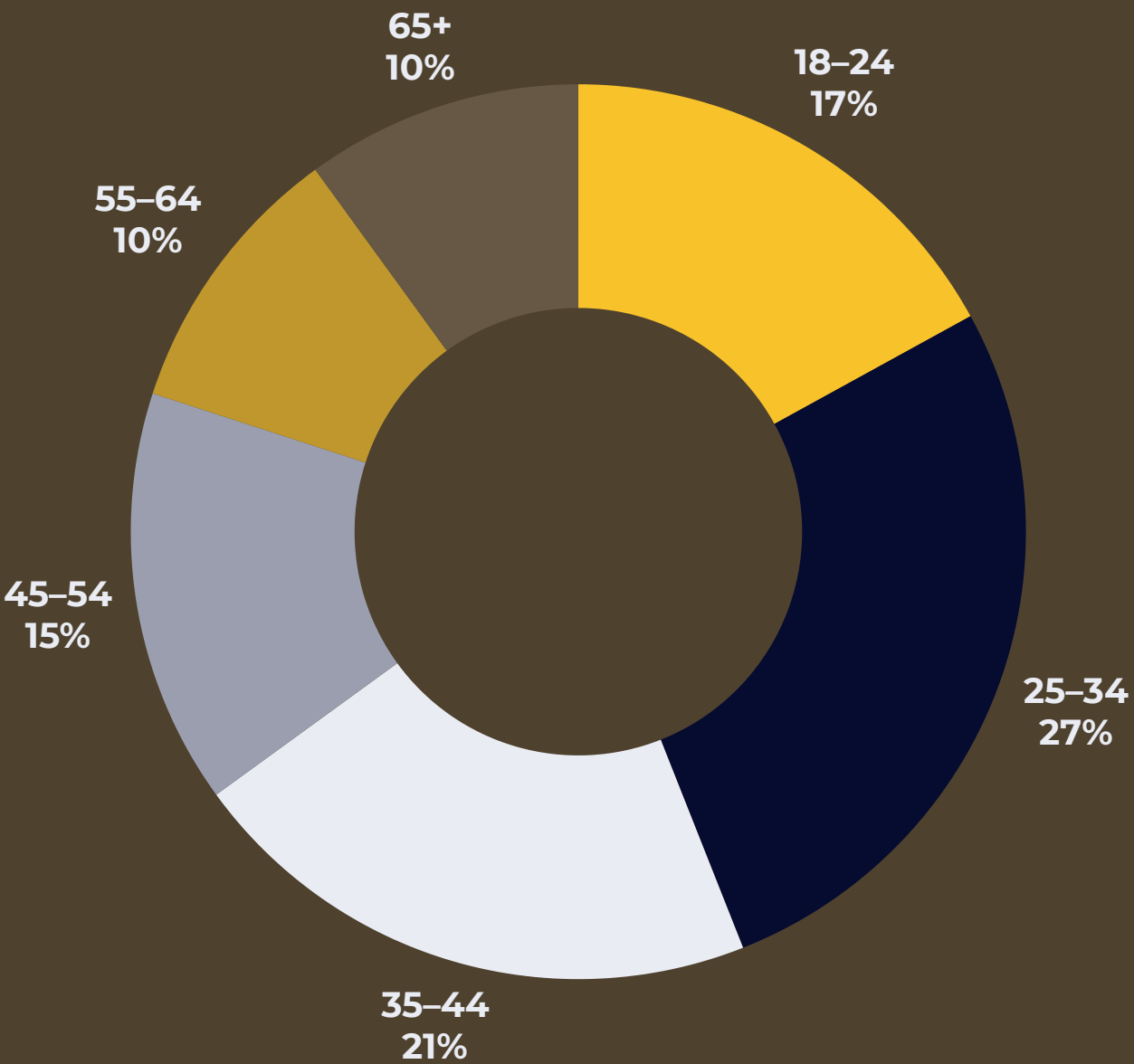


1. Panel Composition by Gender

Gender	Count	Percentage
Male	640,175	51.2%
Female	610,165	48.8%

2. Panel Composition by Age Group

Age Group	Count	Percentage
18–24	212,558	17.0%
25–34	337,592	27.0%
35–44	262,571	21.0%
45–54	187,551	15.0%
55–64	125,038	10.0%
65+	125,030	10.0%



3. Age & Gender Cross Tabulation

Age Group	Male	Female	Total
18–24	110,000	102,558	212,558
25–34	175,000	162,592	337,592
35–44	135,000	127,571	262,571
45–54	95,000	92,551	187,551
55–64	64,000	61,034	125,034
65+	61,175	63,859	125,034
Total	640,175	610,165	1,250,340

4. Panel Coverage

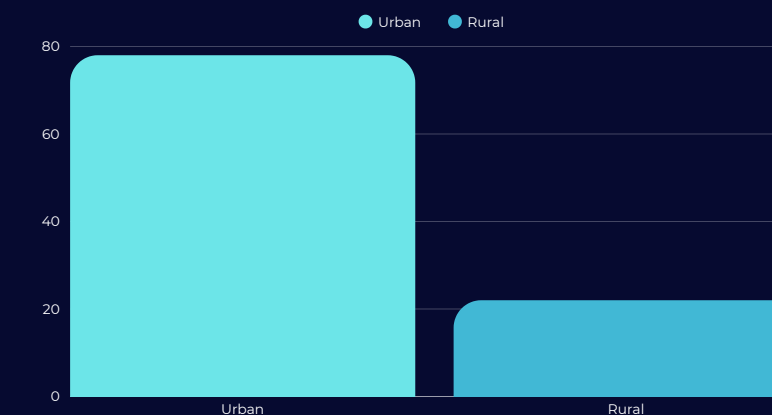
Countries

Over 45 African Nations



Urban vs Rural

78% Urban, 22% Rural



Mobile Accessibility

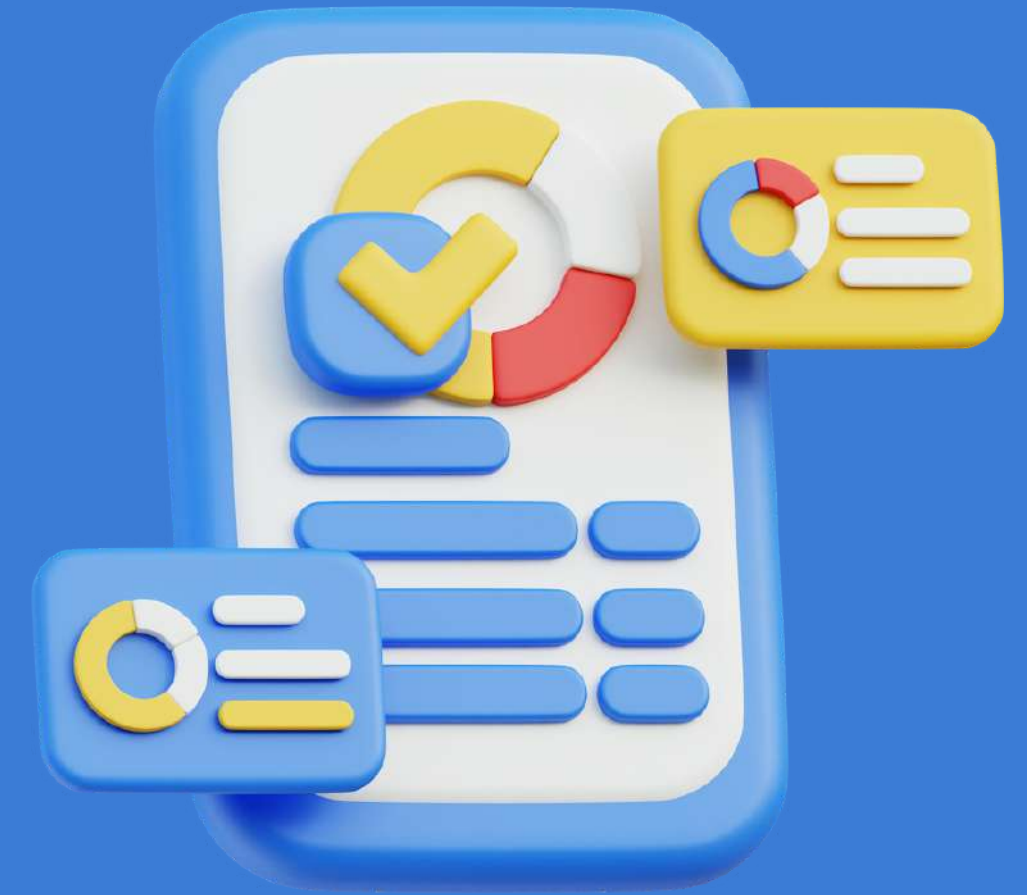
Over 90% mobile penetration
across panelists



5. Research Capabilities

Quantitative Methods:

- ✓ Online Surveys
- ✓ CATI (Computer-Assisted Telephone Interviewing)
- ✓ CAPI (FACE-TO-FACE USING TABLETS)



5. Research Capabilities

Qualitative Methods:

- ✓ Focus Group Discussions (FGDs)
- ✓ In-Depth Interviews (IDIs)
- ✓ Ethnographic Studies
- ✓ Digital Diaries & Online Communities



6. Target Audiences

- ✔ **General consumers**
- ✔ **Youth (Students etc.)**
- ✔ **Parents & household decision-makers**
- ✔ **B2B professionals (SME Owners, Executives, Traders)**
- ✔ **Healthcare professionals (Doctors, Nurses, Pharmacists)**
- ✔ **Patients & caregivers**
- ✔ **Retailers & distributors**
- ✔ **Farmers & agricultural stakeholders**
- ✔ **Tech Users (app users, e-commerce shoppers, mobile money users)**



Contact



+995591027229
+251910263250



www.fieldgroups.com



mulukenn101@gmail.com

FieldGroups