



Aug-16

**KIC by Questions**

	<u>Cameroon</u>	<u>Ghana</u>	<u>Ivory Coast</u>	<u>Kenya</u>	<u>Nigeria</u>	<u>South Africa</u>
Consumer Perception index	15	10	-11	1	26	14
Current economic conditions	-1	4	-22	-18	-25	-32
Index of Consumer Expectations	21	12	-7	9	46	33

**KIC by Gender**

	<u>Cameroon</u>	<u>Ghana</u>	<u>Ivory Coast</u>	<u>Kenya</u>	<u>Nigeria</u>	<u>South Africa</u>
Expectations - Overall economic situation in country	26	15	-11	7	63	46
Expectations - Overall economic situation in city	13	10	-13	7	62	44
Expectations - Personal financial situation	20	12	-2	18	63	47
Comfort in making regular expenses	27	12	1	12	26	11
Comfort in making large purchases now	23	11	4	1	0	10
Willingness to spend more on large purchases	21	10	-10	0	16	15
Confidence about job prospects	-25	-2	-48	-38	-49	-73

**KIC by Age**

	<u>Cameroon</u>	<u>Ghana</u>	<u>Ivory Coast</u>	<u>Kenya</u>	<u>Nigeria</u>	<u>South Africa</u>
Women	8	0	12	7	18	11
Men	13	-8	10	13	23	15

**KIC by Age**

	<u>Cameroon</u>	<u>Ghana</u>	<u>Ivory Coast</u>	<u>Kenya</u>	<u>Nigeria</u>	<u>South Africa</u>
45+		0	0	-13	23	5
40-44		7	14	-20	17	10
35-39		13	12	-11	-4	12
30-34		15	13	-11	4	26
25-29		18	10	-13	-2	29
18-24	-	4	-1	-4	2	33
-17		0	0	-19	6	26

Source: KASI Insight Inc.

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