

OPINION SPACE AFRICA

2026 Panel Book

Fast, targeted survey responses from across the continent.

1.5M+

panel members

55

African countries

opinion-space.com

opinion.africa





ABOUT US

Bridging companies and African consumers

Opinion Space Africa is a leading independent online market research panel company. We deliver high-quality data from diverse African voices, so businesses can make informed decisions.

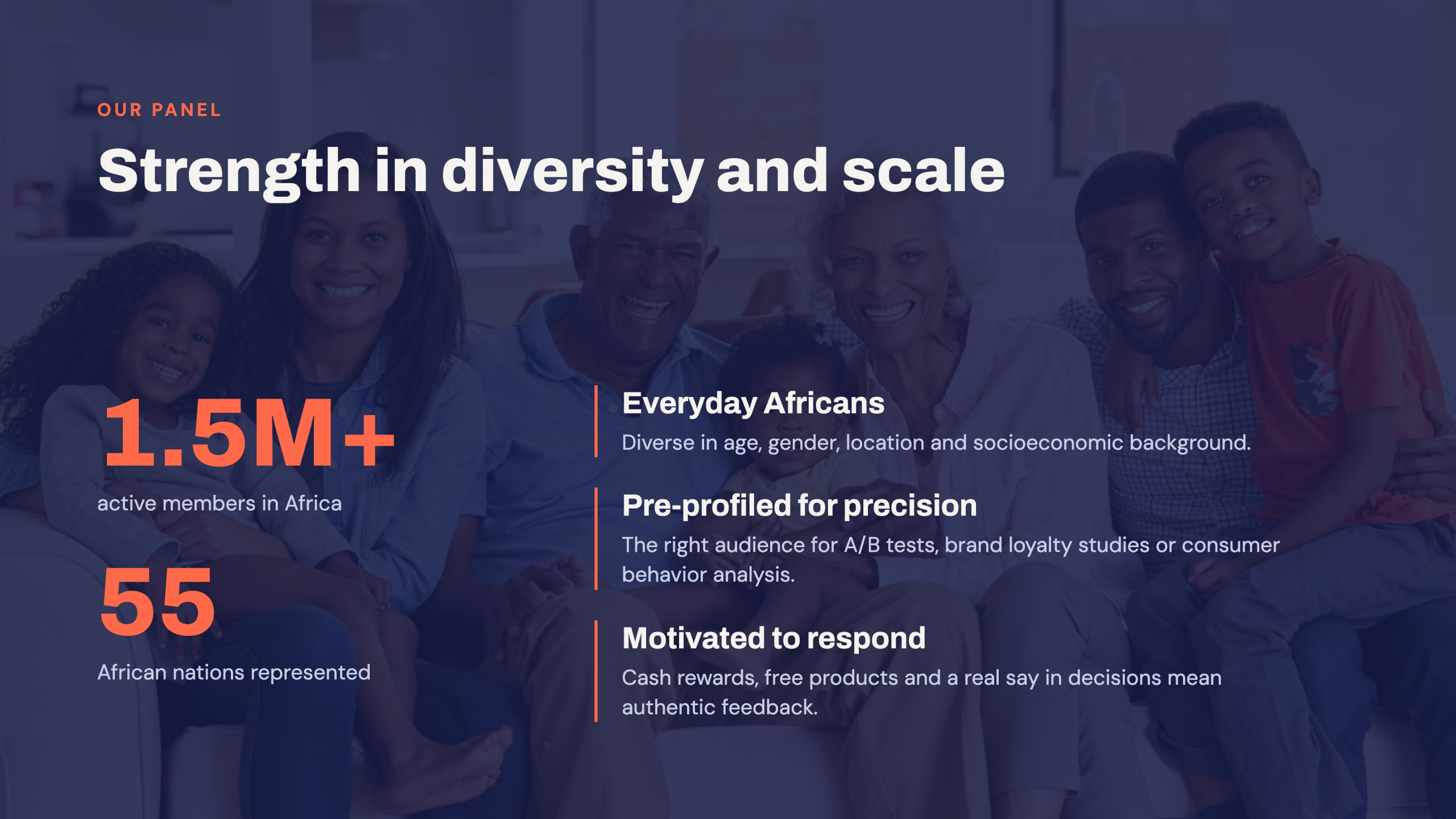
1.5M+

members in Africa

55

countries represented

Our mission: amplify African opinions, fostering innovation and growth through reliable, targeted research.



OUR PANEL

Strength in diversity and scale

1.5M+

active members in Africa

55

African nations represented

Everyday Africans

Diverse in age, gender, location and socioeconomic background.

Pre-profiled for precision

The right audience for A/B tests, brand loyalty studies or consumer behavior analysis.

Motivated to respond

Cash rewards, free products and a real say in decisions mean authentic feedback.

CAPABILITIES

A full research suite that closes projects in hours, not weeks

01

Survey audience

Quick, scalable feedback on products, services and ideas.

02

Focus groups

In-depth qualitative insights through moderated sessions, online and offline.

03

Product testing

Real-user trials and evaluations for iterative improvements.

04

AI training data

Specialized data-generation tasks to support machine learning projects.

SURVEY EXCELLENCE

Live in minutes, on your platform, with clean data



Fast distribution

Push, email and text notifications launch surveys instantly to pre-screened audiences. Responses start arriving within minutes.



Works with any platform

Qualtrics, SurveyMonkey, Zoho Survey, Alchemer, SmartSurvey and more. Just send a survey-entry URL.



Quality control

Digital fingerprinting checks ensure high-integrity data, minimizing bias and errors.



OUR ADVANTAGE

African roots, pan-African reach

Local insight

Based in Africa, we capture the cultural nuances and regional trends that shape each market.

Multi-country studies

Pan-African strategies with localized depth.

Ethical and tech-led

Insights that are accurate and culturally resonant.

Where African opinions drive global innovation.



PANEL COVERAGE

1,552,260 panelists across five regions



Largest country panels: Kenya 127,840 · Egypt 83,681 · Ivory Coast 76,976 · DR Congo 74,652 · Nigeria 67,308

PANEL COVERAGE BY COUNTRY

Eastern and Western Africa

Eastern Africa 428,557

Country	Panelists	Country	Panelists
Burundi	3,388	Mauritius	22,442
Comoros	1,288	Rwanda	14,981
Djibouti	8,942	Seychelles	227
Eritrea	10,577	Somalia	28,898
Ethiopia	51,500	South Sudan	27,820
Kenya	127,840	Tanzania	32,868
Madagascar	41,389	Uganda	34,228
Malawi	22,169		

Western Africa 374,978

Country	Panelists	Country	Panelists
Benin	10,914	Liberia	23,902
Burkina Faso	24,191	Mali	35,917
Cape Verde	3,798	Mauritania	7,182
Gambia	1,217	Niger	25,307
Ghana	29,123	Nigeria	67,308
Guinea	13,943	Senegal	18,596
Guinea-Bissau	8,079	Sierra Leone	15,016
Ivory Coast	76,976	Togo	13,509

PANEL COVERAGE BY COUNTRY

Southern, Northern and Middle Africa

Southern **235,832**

Country	Panelists
Botswana	23,439
Eswatini	12,320
Lesotho	9,784
Mozambique	31,086
Namibia	20,188
South Africa	48,521
Zambia	48,883
Zimbabwe	41,611

Northern **238,854**

Country	Panelists
Algeria	21,752
Egypt	83,681
Libya	12,765
Morocco	52,998
Sudan	49,104
Tunisia	18,554

Middle **274,039**

Country	Panelists
Angola	43,354
Cameroon	63,314
Central African Rep.	7,882
Chad	44,417
DR Congo	74,652
Equatorial Guinea	8,044
Gabon	15,889
Republic of the Congo	16,024
São Tomé and Príncipe	463

Kenya

127,840

panelists · capital Nairobi

2026 MARKET SNAPSHOT

Population 58,636,412

GDP \$147.3 billion

GDP per capita \$2,714

Inflation 6.0%

GDP growth 4.5%

Economy size in Africa 7th

Human Development Index 0.628 (#143)

Sources: UN World Population Prospects; IMF World Economic Outlook 2026 projections; UNDP Human Development Report 2025.

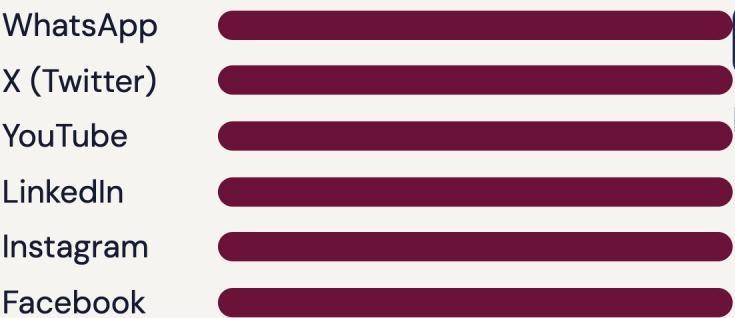
Age (% of panel)



Highest education



Social media (relative use)



Gender



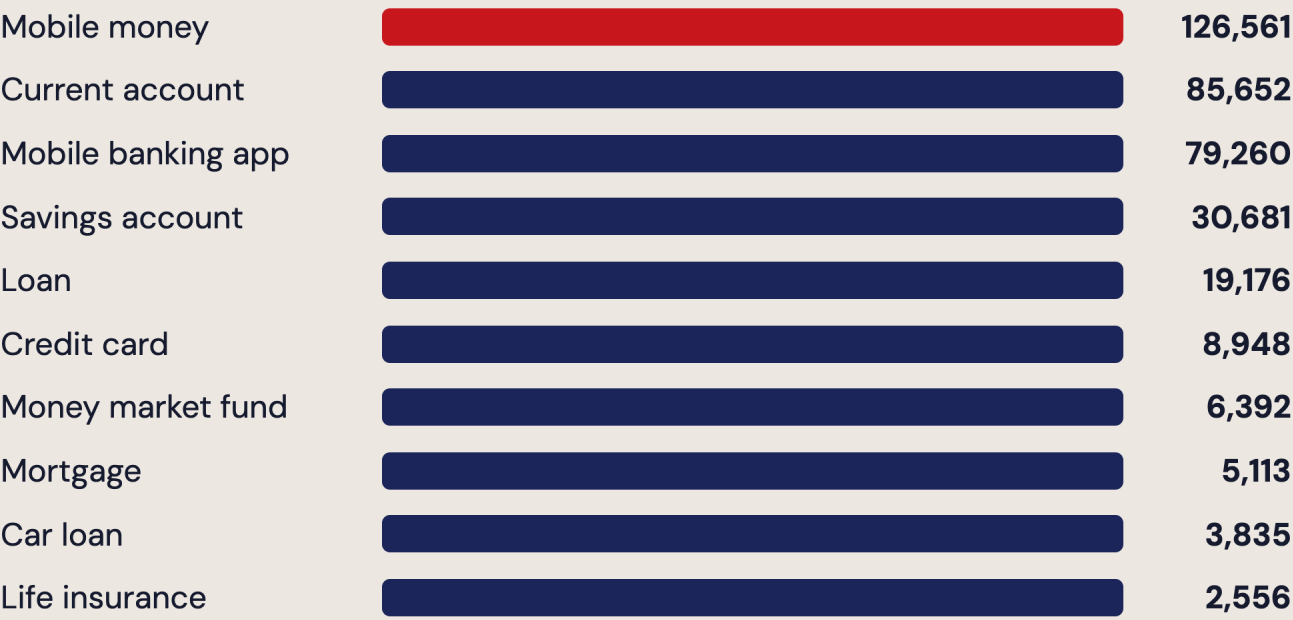
KENYA · FINANCIAL PRODUCTS

Mobile money is
near-universal

99%

of Kenyan panelists hold a mobile money
account (126,561 of 127,840).

Panelists using each product



Nigeria

67,308
panelists · capital Abuja

2026 MARKET SNAPSHOT

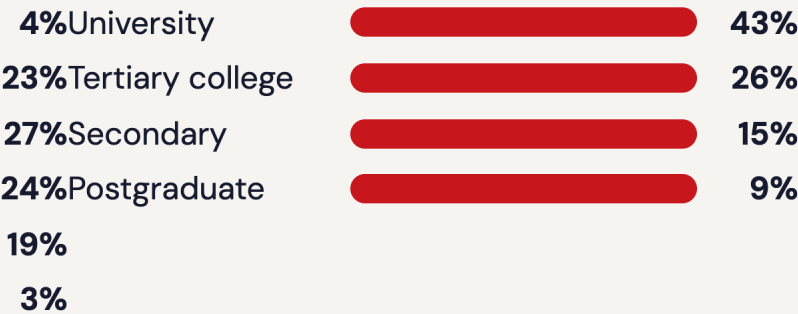
Population	242,431,832
GDP	\$377.4 billion
GDP per capita	\$1,556
Inflation	15.6%
GDP growth	4.1%
Economy size in Africa	3rd
Human Development Index	0.560 (#164)

Sources: UN World Population Prospects; IMF World Economic Outlook 2026 projections; UNDP Human Development Report 2025.

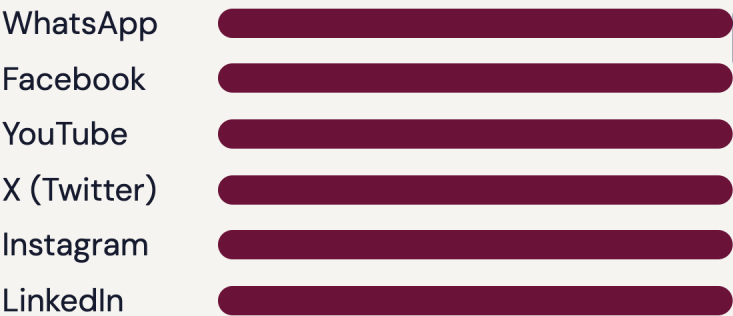
Age (% of panel)



Highest education



Social media (relative use)



Gender



Morocco

52,998
panelists · capital Rabat

2026 MARKET SNAPSHOT

Population	38,762,441
GDP	\$194.3 billion
GDP per capita	\$5,107
Inflation	0.9%
GDP growth	4.9%
Economy size in Africa	5th
Human Development Index	0.710 (#120)

Sources: UN World Population Prospects; IMF World Economic Outlook 2026 projections; UNDP Human Development Report 2025.

Age (% of panel)



Highest education



Gender



Male ≈63%

Female ≈37%

South Africa

48,521

panelists · capitals Pretoria, Bloemfontein, Cape Town

2026 MARKET SNAPSHOT

Population 65,453,084

GDP \$480.0 billion

GDP per capita \$7,503

Inflation 4.4%

GDP growth 1.1%

Economy size in Africa 1st

Human Development Index 0.741 (#106)

Sources: UN World Population Prospects; IMF World Economic Outlook 2026 projections; UNDP Human Development Report 2025.

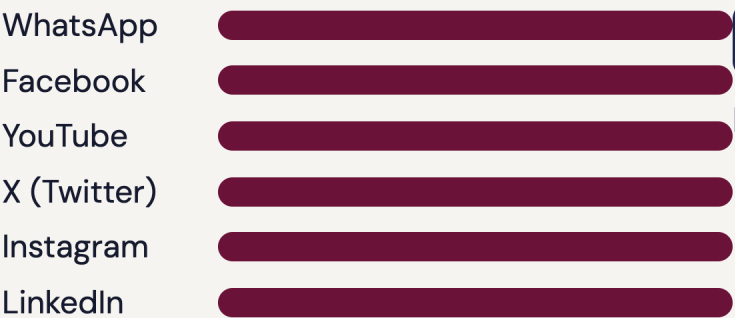
Age (% of panel)



Highest education

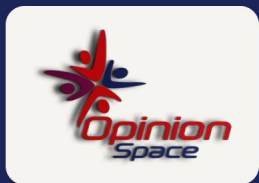


Social media (relative use)



Gender





THANK YOU

Let's plan your next study

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