



# UPDATE:

## Household Incomes & Financial Comfort

(Kenya & South Africa, November 2022)

- Earlier in the year (August, 2022), we included some questions in a CATI poll, in order to measure levels of material comfort among Kenyans. The resulting report is available as a [PDF file](#).
- Much has happened in the months between the two waves:
  - Kenya has a new president, William S. Ruto
  - Inflation continues to rise, especially for food and fuel
  - The Kenya shilling continues its decline vis-à-vis the US dollar
  - The fallout of the war in Ukraine and global recession continue to affect Kenyan consumers: borrowing is at an all-time high\*
- Hence, when we ran our first CATI omnibus in Kenya in November, we included the questions again to start measuring trends.
- We hope to continue these measurements periodically and to obtain them in other countries, also (results will be shown for an online sample in South Africa).



\* Source: <https://nation.africa/kenya/business/households-borrow-sh58bn-in-nine-months-on-tough-economy--4029592>

# Omnibus vs. Online Panels

- When Infinite Insight & Consumer Ideas decided to launch syndicated services with different sample sizes (Omnibus: n=2,000 / Taxi: n=1,000) and different methodologies (CATI wherever feasible), it was with the following rationales in mind:
  - Research among members of the public or general consumers can remain affordable: costs are standard for each question inserted reduce research costs per participating client when compared to ad-hoc research. In Kenya, the cost per pre-coded question is \$300 for a sample size of 1,000 respondents.
  - There are no Trade-offs in terms of coverage or quality! Fully nationally-representative samples, including rural locales, with fresh, randomly selected respondents (CATI: RDD; CAPI: Kish Grid), compare favourably against online panels, which, in our part of the world, still tend to be skewed toward young, urban, and educated consumers.
  - Customisations are possible to accommodate special requests by individual clients; e.g. booster samples. Costs for booster samples are calculated based on scale and respondent profiles.
  - Fast turn-around: time in field for 1,000 sample in the November Kenya Taxi was just 7 days.

## Cost Breakdown:

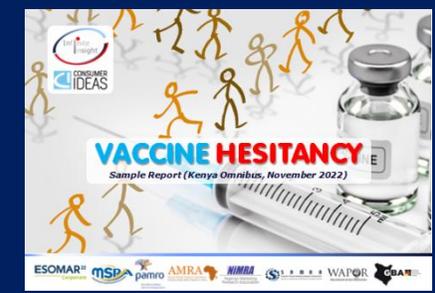
### ❑ African Fabric Designs:

4 questions, totalling \$1,200; i.e. **\$1.2** per respondent



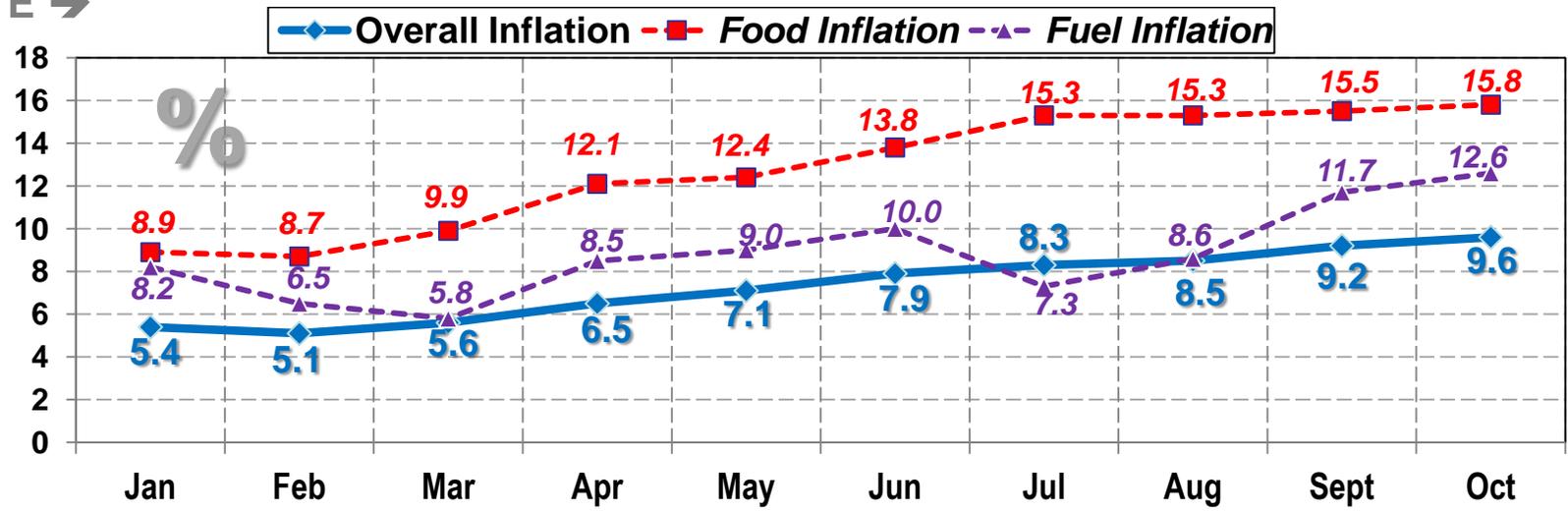
### ❑ Vaccine Hesitancy:

7 Questions, totalling \$2,100; i.e. **\$2.1** per respondent

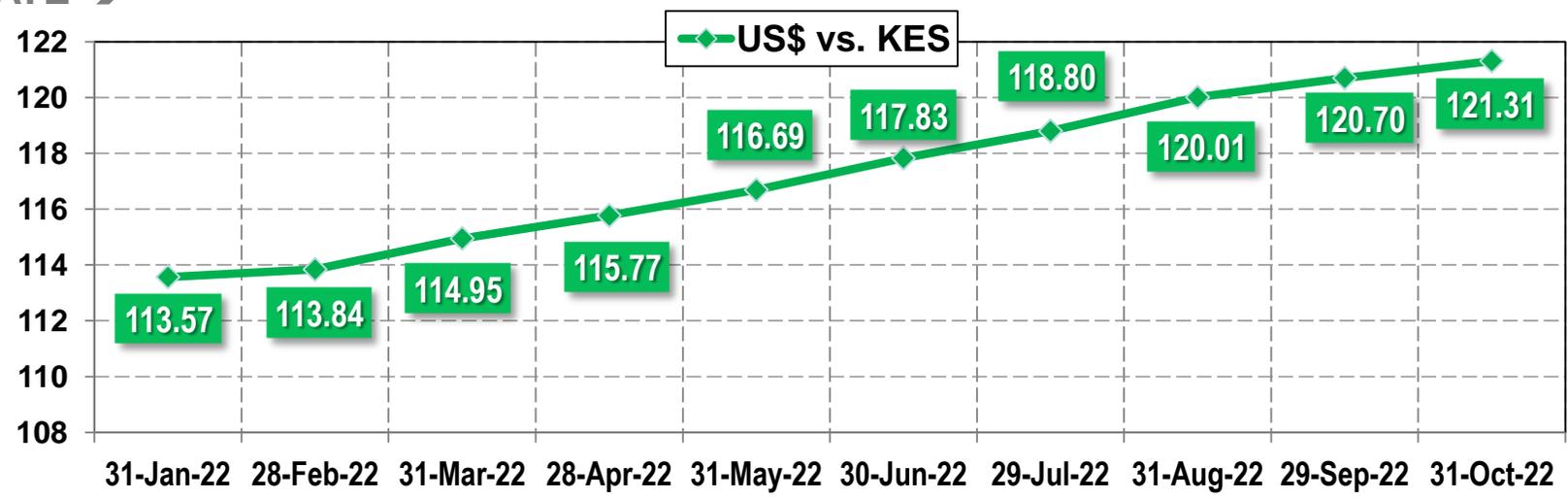


# Inflation & Exchange Rates in 2022

## INFLATION RATE →



## EXCHANGE RATE →



Source: Central Bank of Kenya Weekly Bulletin 4<sup>th</sup> November 2022

- The polls were conducted telephonically (CATI), using mixed method dialling protocols (RDD + [geographically targeted calling](#)).
- Quality Control measures included verification calls and auditing of recorded interviews; Informed Consent was obtained from all respondents.
- For both waves, results are nationally representative by province, urbanisation within each province, and gender. Data were weighted by educational achievement to compensate for imbalances; the table to the right lists unweighted results.
- The Universe are Kenyans, aged 18 and above, owning a mobile phone (77.7% among adult Kenyans, according to the 2019 Census\*).

## ACHIEVEMENT (unweighted)

	August '22	November '22
<b>Total (absolute):</b>	<b>1,033</b>	<b>1,014</b>
<b>Province:</b>	%	%
Nairobi:	9.1	9.1
Rift Valley:	26.2	26.3
Central:	12.1	11.0
Coast:	8.8	10.2
Eastern:	14	14.2
North-Eastern:	5.2	4.2
Nyanza:	14.1	14.5
Western:	10.4	10.5
<b>Gender:</b>	%	%
Male:	51.1	49.6
Female:	48.9	50.4
<b>Urbanisation:</b>	%	%
Urban:	32.0	31.0
Rural:	68.0	69.0
<b>CATI Protocols:</b>	%	%
RDD:	41.1	75.7
Target Dialing:	58.9	24.3
<b>Fieldwork:</b>		
Start:	27/07/2022	15/11/2022
End:	04/08/2022	21/11/2022
<b>Margin of Error:</b>	±3.1%	±3.1%

\*Source: Ownership of Mobile Phones among population 18+ (Census 2019; special tally provided on request by KNBS)

# Levels of Economic Comfort

The average Household Income stands at \$200 (KES 24,502), compared to \$145 (KES 17,400) in August. While the proportion of Kenyans self-assessing as “much above average” has remained unchanged at 3.2%, the proportion considering their financial comfort to be below average has contracted from 51.3% to now 42.7%. While mean incomes have increased across most groups, for the least comfortable segment is has diminished to just \$87.6.

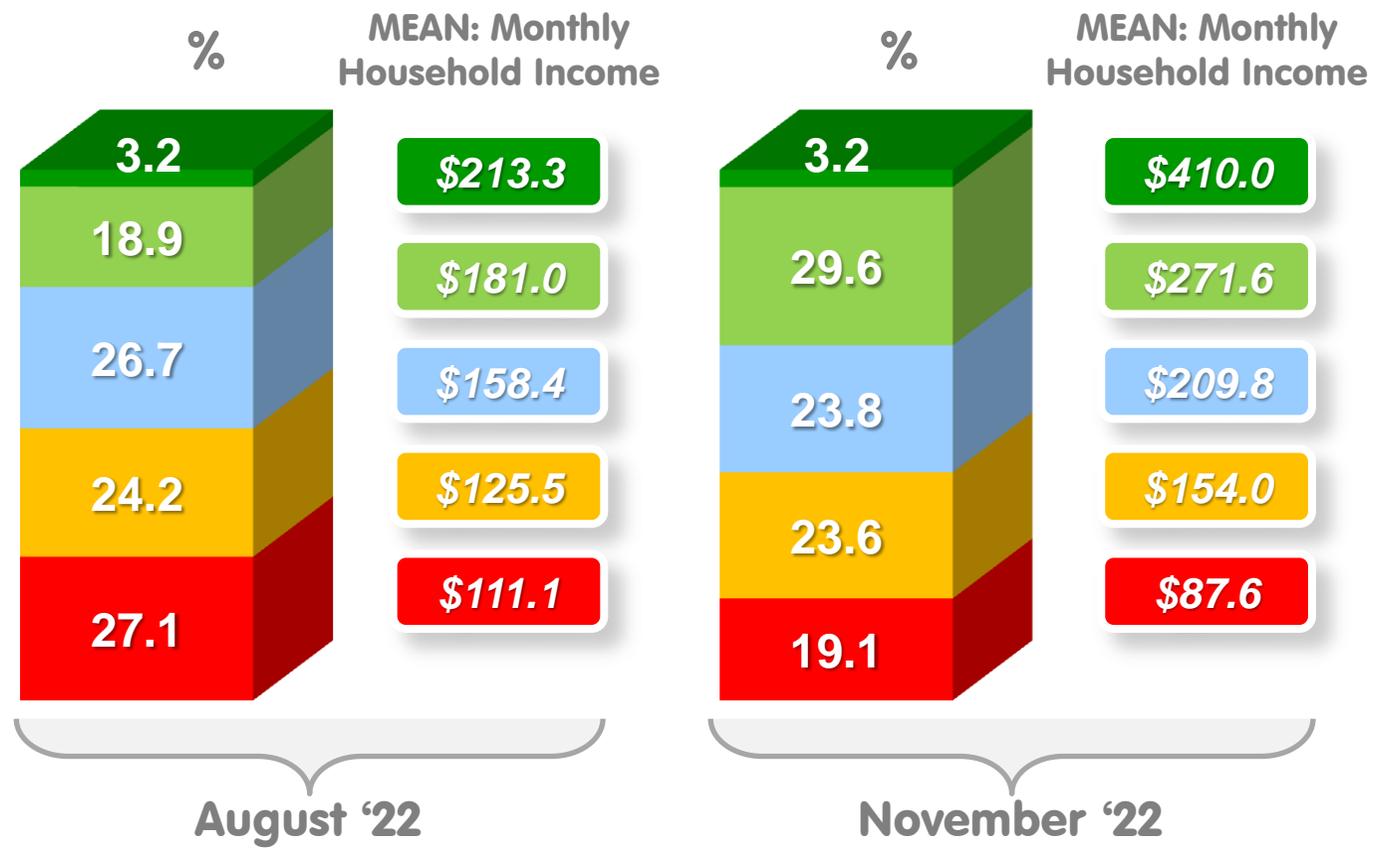
**HOUSEHOLD INCOME SEGMENTS**

- >> AVERAGE
- > AVERAGE
- AVERAGE
- < AVERAGE
- << AVERAGE

**Exchange Rates:**

24<sup>th</sup> August:  
1 KES =  
US\$ 0.00834159

25<sup>th</sup> November:  
1 KES =  
US\$ 0.0081819743



Base: Total Sample (weighted); n=1,035 / Those stating Income: 839

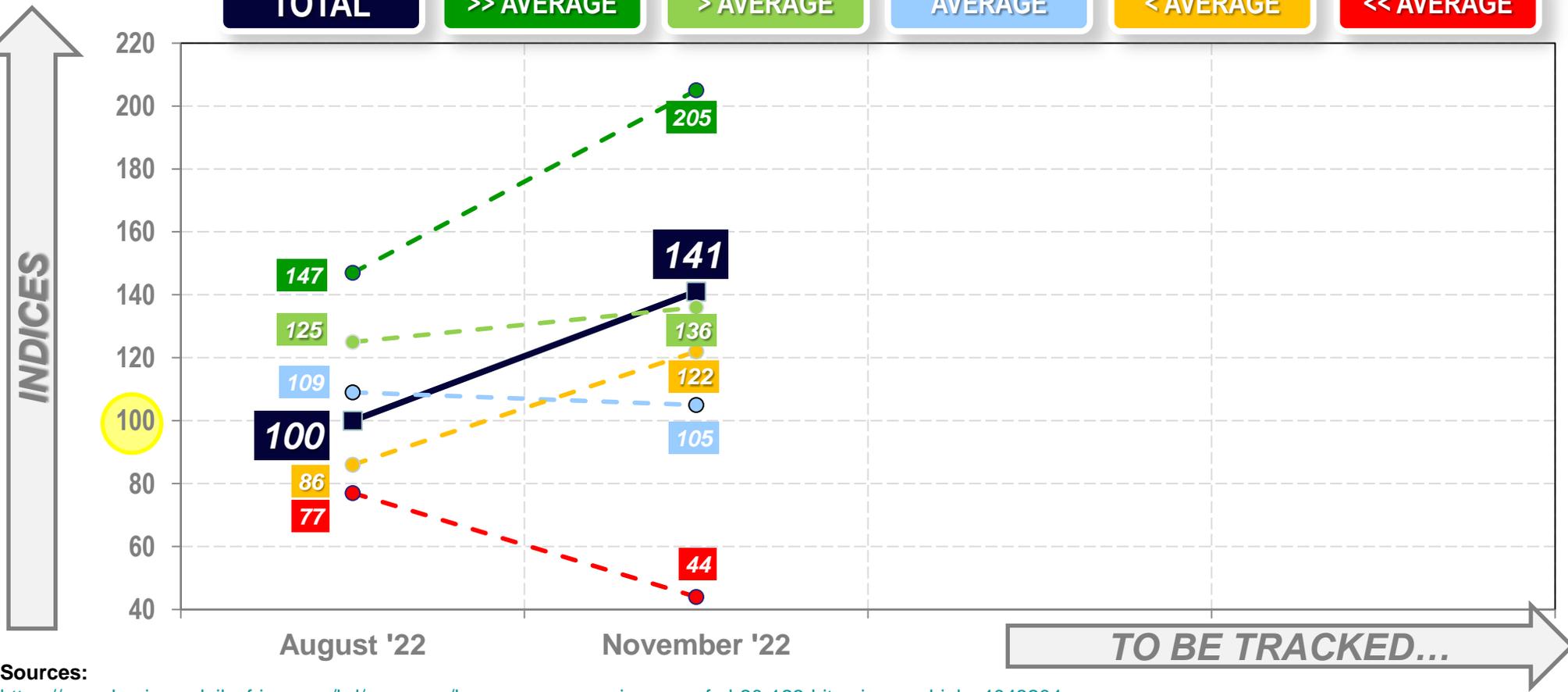
Base: Total Sample (weighted); n=1,013 / Those stating Income:822

# Household Income Indices

Although in light of inflation and a devaluating shilling, the observed rise in monthly household incomes came as a surprise, the observation, however, was backed up the KNBS Economic Survey and an analysis in Business Daily.

While generally, household incomes increased by 41%, the very wealthiest now have twice the national average at their disposal; the very poorest, just 44%.

TOTAL
>> AVERAGE
> AVERAGE
AVERAGE
< AVERAGE
<< AVERAGE



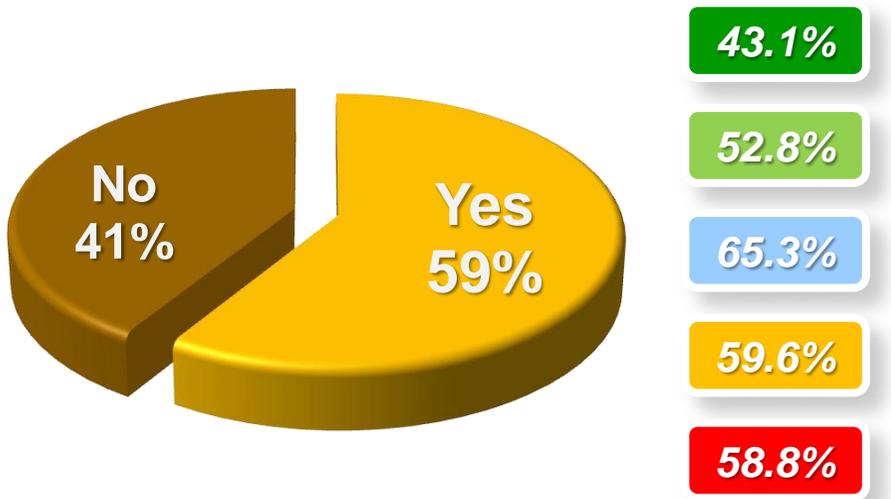
Sources:  
<https://www.businessdailyafrica.com/bd/economy/kenyans-average-income-of-sh20-123-hits-six-year-high--4043204>  
 KNBS: Economic Survey 2022

# Proportion of Households Taking Loans

The higher monthly Household Incomes across most economic comfort segments have not reduced Kenyan Households' need to bridge the gap until the end of the month by taking out short-term loans.

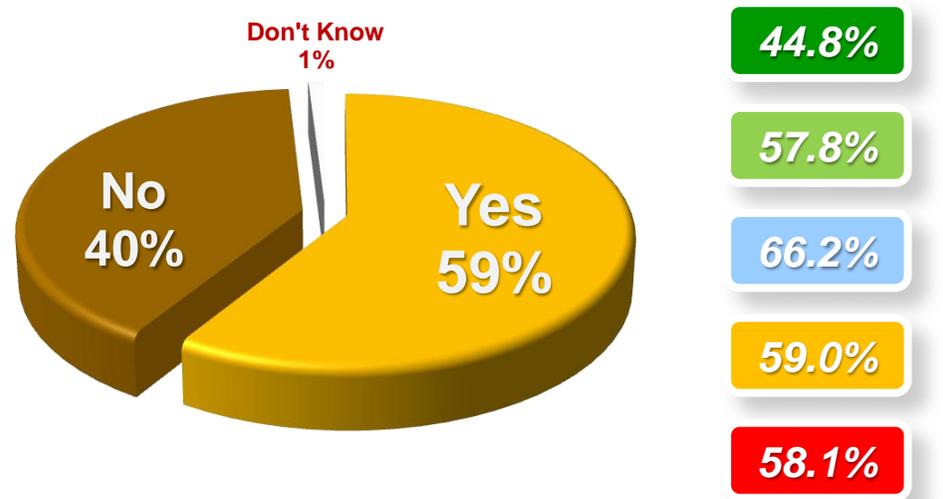
6 out of every 10 Kenyan households need to do so. This proportion remains unchanged since August.

Shifts within economic comfort segments are minor; if anything, among households classifying themselves as average or above average, the proportions resorting to loan-taking have increased.



August '22

Base: Total Sample (weighted); n=1,035



November '22

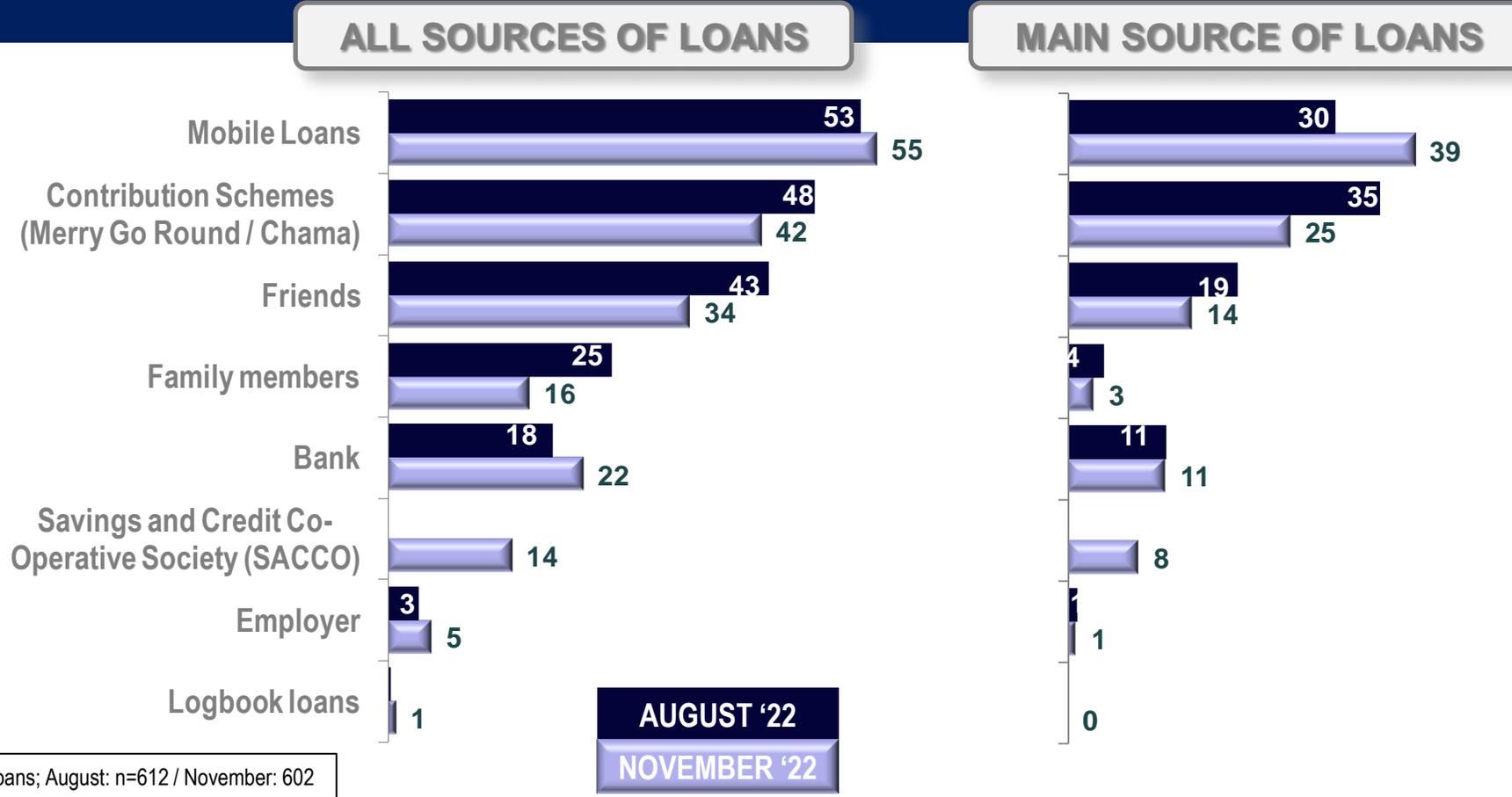
Base: Total Sample (weighted); n=1,013

Mobile Loans have now become the single most important source of loans, with 55% accessing them and 39% indicating them as most important source.

Contribution schemes have diminished, but remain the second-most important source.

In August, we didn't consider Saccos a source for stop-gap loans; hence, Saccos were not included. In November, it emerges that Saccos are the main source for short-term, non-business loans; however, they still trail behind banks (11%).

%



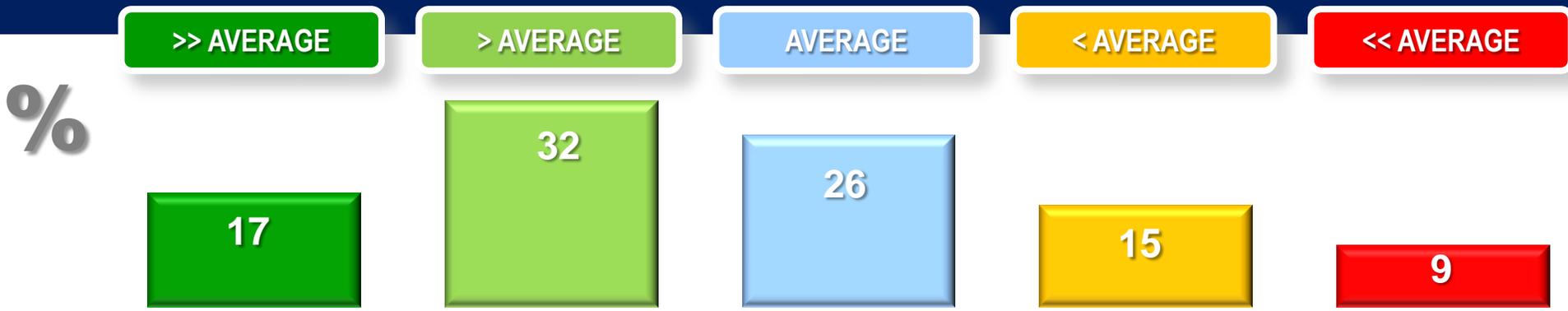
Base: Those Taking Loans; August: n=612 / November: 602

# First Data from South Africa 1/2

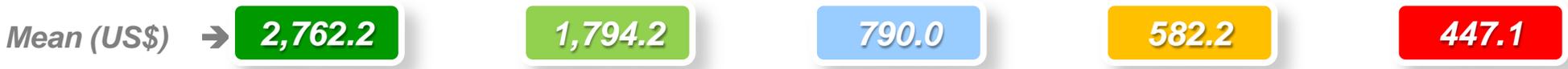
In South Africa, we tagged the questions onto an online survey (September 2022). As achievement was lower, and representation is not comparable to a CATI survey, we will only present top-line findings at this time.

The mean monthly household income stands at ZAR 21,050 (US\$1,222).

29% of sampled households do take out loans to close financial gaps towards the end of the month.



## Monthly Household Incomes:



Exchange Rate (09/12/2022): 1 ZAR = US\$ 0.05803847

## Proportion of Households taking Loans:



Base: Total Sample (weighted); n=504 / Those stating Income: 504

# First Data from South Africa 2/2

The main source of loans are banks (47%), followed by family (23%) and friends (12%).

In contrast to Kenya, contribution schemes and mobile loans play a comparatively minor role. Logbook loans (i.e. pawning the title documents to one's car) are an important source of loans among the least affluent.

	TOTAL	>> AVERAGE	> AVERAGE	AVERAGE	< AVERAGE	<< AVERAGE
Unweighted Base:	151	17	25	37	51	21
Weighted Base	145	13	32	36	41	24
<b>SOURCES OF LOANS</b>						
Bank	57	73	71	67	49	30
Friends	41	33	26	36	50	57
Family members	39	48	31	32	42	52
Employer	22	15	31	35	12	13
Mobile Loans	18	14	40	24	5	5
Contribution Schemes (stokvel or similar)	15	38	14	15	16	0
Logbook loans	10	13	12	6	3	23
<b>MAIN SOURCE OF LOANS</b>						
Bank	47	58	66	54	36	25
Family members	23	29	16	14	29	30
Friends	12	0	4	13	17	19
Employer	5	5	0	12	5	0
Logbook loans	5	8	0	0	0	23
Contribution Schemes (stokvel or similar)	4	0	6	4	6	0
Mobile Loans	4	0	9	2	3	2

Base: Those Taking Loans (weighted); n=145

We hope to continue this tracking project on a quarterly basis; plus, we intend to add South Africa, Nigeria, Ghana, Tanzania, and Uganda to Kenya, where we have conducted two waves already.

While we will keep publishing the very basics on our website and on social media, the full country reports will be available by subscription.

For details, please contact [omnibus@infiniteinsight.net](mailto:omnibus@infiniteinsight.net)

	Free Basic Report	Full Country Report
Sizes of Financial Comfort Segments	✓	✓
Average Monthly Household Incomes	✓	✓
Proportion of Households Needing Loans	✓	✓
Overview of Household Expenses	✗	✓
Banking Status (i.e. formal account)	✗	✓
Amounts taken as Loans	✗	✓
Brand Shares by Loan Providers	✗	✓
Demographic Profiles for Consumer Segments	✗	✓
	Free Download	\$500



**Margit Cleveland,**  
*Managing Director*  
*(Infinite Insight, Kenya)*



For more than 35 years, Margit has worked in markets as diverse as Germany, USA, and Sub-Saharan Africa.

Margit is a member of ESOMAR, MSRA, PAMRO (founder member) and WAPOR. From January 2013 to December 2016, Margit was the ESOMAR representative for Kenya; from January 2020 to December 2021, she was the WAPOR representative in the country.

**Jean-Jacques Moolman**  
*Managing Director*  
*(Infinite Insight, South Africa)*



Jean is based in South Africa; with more than 20 years research experience on the continent, mostly working with global clients such as Bill and Melinda Gates Foundation and particularly large international agencies. He worked for 11 years at Ask Afrika as Global Accounts Executive. Previously he was at Synovate (now Ipsos) for 6 years and another 6-year media research background in data analytics and reporting. Jean has worked on hundreds of research projects across more than 30 countries.

He has post-graduate degrees in both psychology and sociology.

**Althea McCourt**  
*Director*  
*(Infinite Insight, Kenya)*



Prior to joining Infinite Insight, Althea was the Operations Director at Research Solutions. She has over 20 years experience in management consultancy.

Althea holds an MBA – IT (University of Leicester), and a BA (Hons) in Business Studies (University of North London). She is a Member (KIM), Marketing and Social Research Association (MSRA), SAMRA, ESOMAR, and Kenya Institute of Management. In 2017, Althea was the chair person of MSRA.

**Anne Mambo**  
*Partner (DRC)*



Anne has vast experience covering 20 years in multi-national corporations. She held various leadership roles including Managing Director, British American Tobacco Distribution, based in Kinshasa and Sales and Marketing Director, Diageo in both Cameroon and Kenya.

Anne studied at the University of Nairobi and Strathclyde University in Scotland. Anne is fully proficient in English, French and Kiswahili and conversational Lingala.

**Yemi Oniyitan**  
*Managing Director*  
*(Consumer Ideas, Nigeria)*



Yemi is an experienced market researcher with more than 20 years of experience in the industry, straddling both agency and client side as well as local and international markets. He has vast experience in social, services, media and FMCG studies.

A graduate of political science (BSc.), Yemi is well tuned-in to the socio-cultural and political interplay in consumer and public behaviour.

**Naftali Waburi**  
*Research Director , quantitative*  
*(Infinite Insight, Kenya)*



Naftali started in market research in 2002. Naftali has handled projects in almost all the markets within the Eastern Africa Region. Naftali holds a MBA Strategic Management and an BBA in Marketing

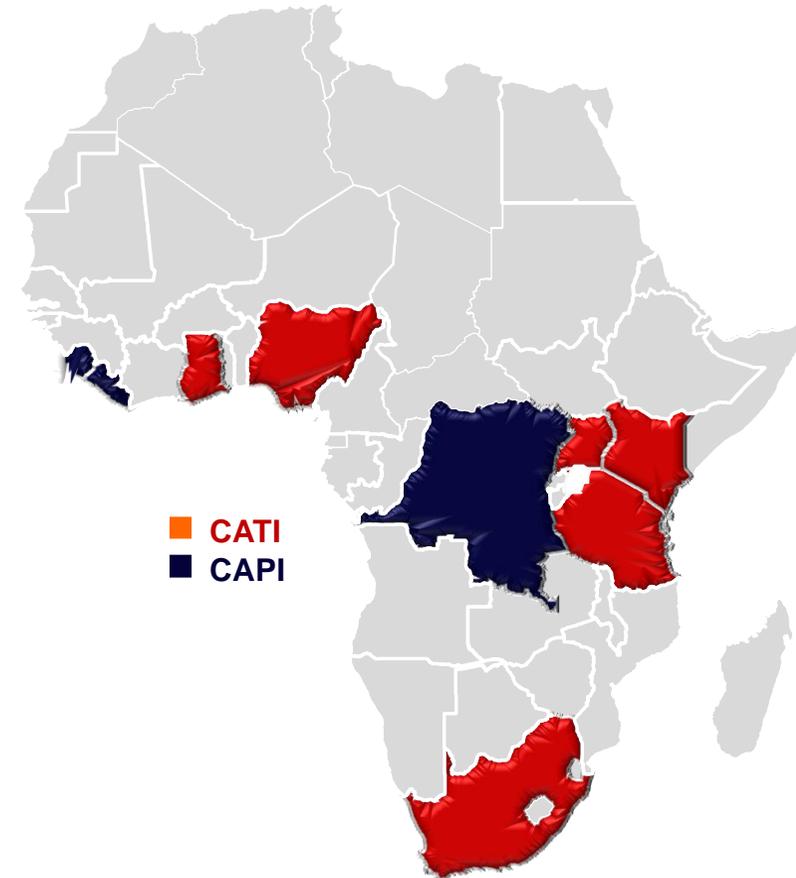
**Maryann Murugi**  
*Finance & General Manager*  
*(Infinite Insight, Kenya)*



Maryann has over eight years experience in financial monitoring and analysis of financial reports.

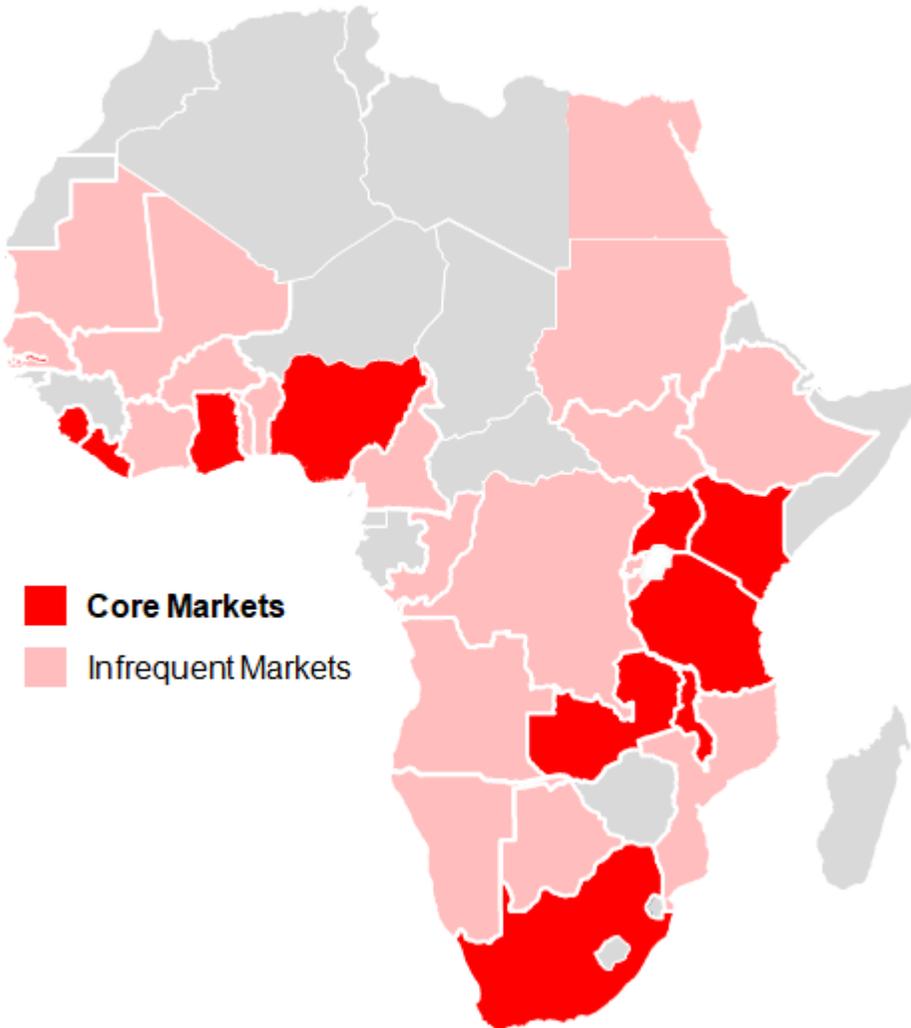
She is a certified Public accountant and has a Bachelor's of Commerce degree from University of Nairobi. She is also a member of ICPAK and MSRA

- We have launched a series of quantitative and qualitative syndicated services:
  - **Omnibus and Taxis:**
    - **CATI:** Kenya, Tanzania, Uganda, Nigeria, Ghana, and South Africa
    - **CAPI:** Democratic Republic of Congo (DRC), Liberia, and Sierra Leone
  - **Focus Groups and Online Communities:**
    - Initially available in Kenya, Nigeria, and South Africa
- The brochure, including rate cards, can be downloaded at:



[https://infiniteinsight.net/II&CI\\_Syndicated\\_Research\\_Brochure.pdf](https://infiniteinsight.net/II&CI_Syndicated_Research_Brochure.pdf)

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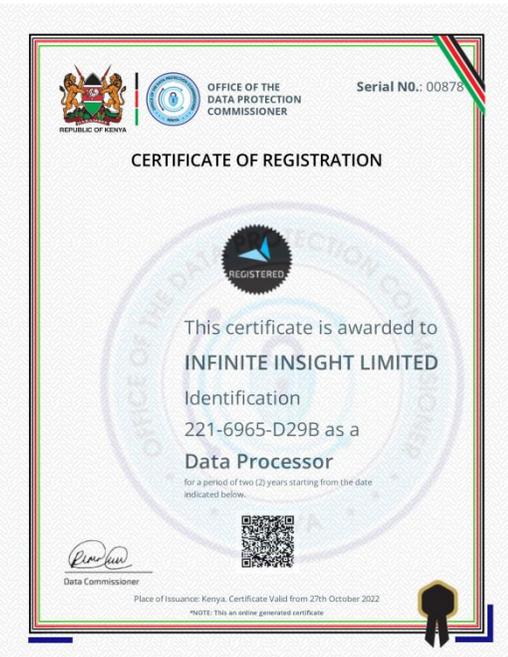


A grid of logos for various clients and partners, including:

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- World Justice Project, Market Probe, TECNO, BBG, DIAGEO, Ipsos
- SOCIAL IMPACT, BIC, Spirach, Kimberly-Clark, momentum, tns
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# Research Ethics & Data Privacy

- Across all markets in which we operate, we fully comply with the [ICC/ESOMAR Code of Practice](#), the [MSRA Code of Ethics](#), and the [GDPR](#).
- In addition, in Kenya, Infinite Insight is registered with the [Office of the Data Protection Commissioner \(ODPC\)](#) as a *Data Controller* and a *Data Processor*.
- View our Data Privacy Statement [here](#)





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