

# WE KNOW AFRICA



## Profile

# Two Names – One Company

- Infinite Insight was launched in Nigeria on June 2<sup>nd</sup>, 2010. The founders were Dr. Tosin Ogunkunle, Yemi Oniyitan and Margit Cleveland; later that year, Margit incorporated Infinite Insight in Kenya
- The untimely death of Tosin in March 2011, led to the Lagos office being closed; in Kenya, on the other hand, the company grew rapidly, carrying out 49 projects across 13 markets in its first year of operations
- In July 2011, Dr. David Jodice and Matthew Warshaw of D3 System Inc. joined the board of Infinite Insight; as did Althea McCourt and Jane Delorie
- In 2013, we re-established our presence in Nigeria; for legal reasons, however, under a different name: Consumer Ideas Ltd.
- In 2022, Infinite Insight was registered in South Africa by our colleague, Jean Moolman. And before the end of the year, we hope to establish our presence in DRC, as Anne Mambo has joined our team.



**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. Her prior work experience includes Infratest-Burke (now TNS), Germany; Mar's Surveys, USA; Institut für Jugendforschung, Germany; and RMS International, Nigeria (now TNSrms). From 2006 to 2010, Margit ran a research consultancy, African Research Service Bureau.

Over the years, Margit has worked for blue chip clients in the FMCG and telecoms industries (BAT, Coca Cola, Diageo, Heineken, Unilever, Cadbury, MTN, Orange, etc.), international and local media (BBC, VOA, CFI, DW, etc.) as well as government agencies and NGOs (US State Department, USAID, UNICEF, AED, PSI, etc.).

In 2003, Margit won the "Best Conference Paper" Award at the Gallup International Conference, Estoril; and she contributed to the GIA "Voice of the People" book, 2006).

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.

**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.

He previously held senior positions at RMS Nigeria and Cameroon, where he lead a team of researchers on a range of multinational accounts, and as Research Manager- Marketing & Development at Cache UK, he helped to drive both qualitative and quantitative based projects in developing both content and business strategy. Prior to establishing Consumer Ideas, Yemi was a consultant at Euromonitor International.



**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, specialising in strategic development and implementation, HR, debt management, operations and systems & process guidance. Her work experience has been within a range of service industries, with the last 10 years being in the market research sector

Prior to consultancy, she worked in Kenya's capital markets for over 10 years, having worked in various senior capacities in Dyer and Blair Limited (now Dyer and Blair Investment Bank). She was a resource person for the World Bank during the development of the regional stock markets. First employed as the company's Securities Analyst, Althea was finally the Company's General Manager/ Executive Director.

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

In 2017, Althea was the chair person of MSRA.

**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. With cross-functional experience of the full research process including instrument design, data collection and management, data science and analytics he will ensure the compliance and best practice research execution of any project in the developing world.

For the last ~10 years he worked closely with the Infinite Insight management team on South African and African projects in a diverse range of industries and methodologies.

He has post-graduate degrees in both psychology and sociology with a passion for developmental research across the world.

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



Maryann has over eight years experience in financial monitoring and analysis of financial reports. She is in charge of analysing revenues and expenditure trends, budgeting, cash flow forecasts and payroll. As the MSRA Ethics Champion, she incorporates ethics trainings in all our project briefings.

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

**Naftali Waburi**  
**Research Director (quant.)**



Naftali' started in market research in 2002. Naftali is an experienced all round research professional covering both qualitative and quantitative Specifically Naftali has handled FMCG, Financial (both banking as well as Insurance), Manufacturing, Service and telecommunication. Geographically, Naftali has handled projects in almost all the markets within the Eastern Africa Region, from Egypt to Botswana, Angola to Madagascar, Eritrea to Somaliland.

Naftali holds a MBA Strategic Management and an BBA in Marketing

# Our Coverage & Clients



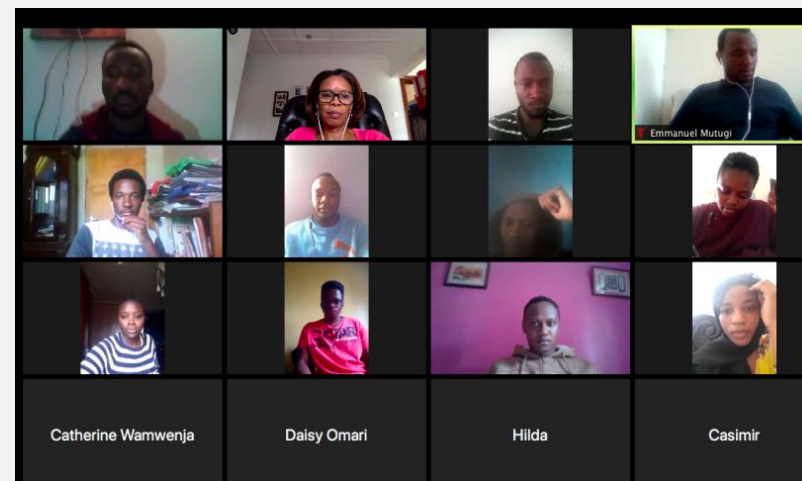
- Across all markets in which we operate, we fully comply with the [ICC/ESOMAR Code of Practice](#), the [MSRA Code of Ethics](#), and the [GDPR](#).
- In addition, in Kenya, Infinite Insight is registered with the [Office of the Data Protection Commissioner \(ODPC\)](#) as a *Data Controller* and a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





# Data Collection

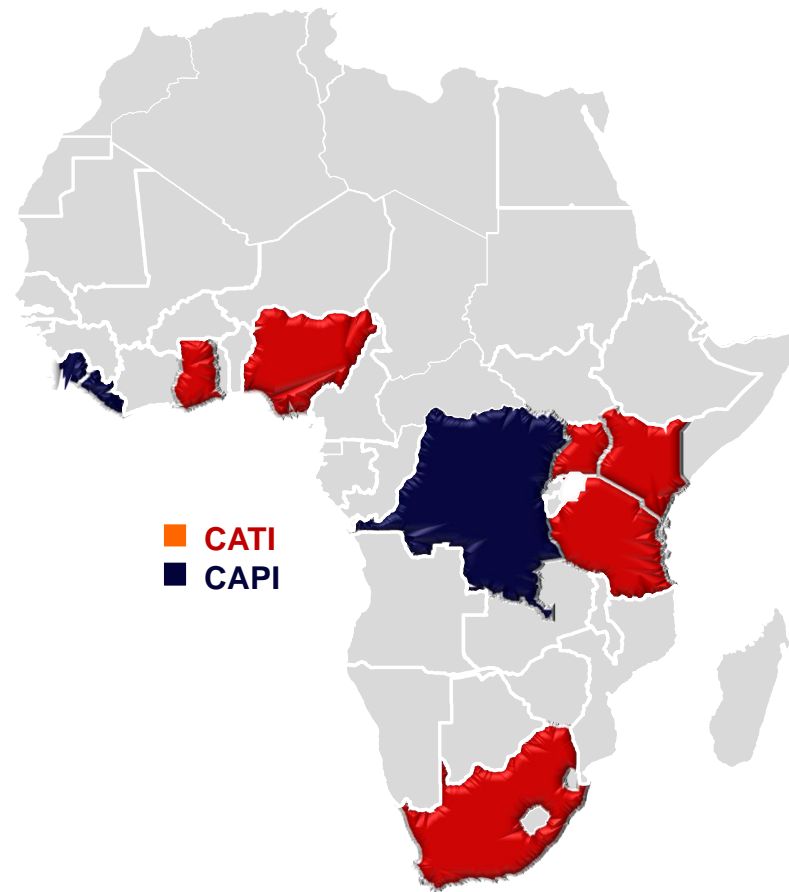
- We use Smart Phones, Net Books and Tablets for data collection; and we use a number of platforms, but mainly Dooblo Survey to Go:
  - In F2F fieldwork, Dooblo allows for offline interviewing and batch uploads; hence, it is ideal in an environment, where connectivity cannot be taken for granted
  - And Dooblo can be used for online and telephonic surveys
  - Our CATI database now comprises 200,000 contact across all socio-demographic strata and balanced urban/rural distribution
- Although traditional qualitative research (F2F FGDs, Ethnography, etc.) is still being conducted, we now mainly employ remote methods in line with our [Covid-19 protocols](#)
- Online bulletin boards and virtual video FGDs are conducted using clients' proprietary platforms as well as Skype, Zoom, and WhatsApp



# Syndicated Services

- 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)







# Opinion Polls & Social Research

Since our launch in 2011, we have carried out major public opinion polls as well as M&E studies across East, West, and Southern Africa

Methodologies included F2F, RDD CATI, and hybrid data collection methods



D<sup>3</sup> Systems, Inc.

gdcc

global data collection company

ALG research



QUIRK GLOBAL STRATEGIES  
Opinion Research and Communications Consultants

GALLUP  
INTERNATIONAL



World Justice  
Project



fraym

KANTAR



ZINC  
NETWORK



<b>2011 &amp; 2012</b>	Global Corruption Barometer	South Sudan, Sudan, Ethiopia, Tanzania, Uganda, Burundi, Malawi, Nigeria
<b>2012</b>	World Values Survey	Rwanda
<b>2013 - 2019</b>	Global Anti-Semitism Study	Kenya, Uganda, Tanzania, Botswana, Cameroon, Côte d'Ivoire, Senegal, South Africa
<b>2014 &amp; 2022</b>	National Opinion & End of Year Poll	Kenya
<b>2014 - 2019</b>	Rule of Law Index	Ethiopia, Kenya, Malawi, Tanzania, Rwanda, Nigeria, Ghana, Sierra Leone, Liberia, Gambia
<b>2016/2017</b>	Road Safety Study	Tanzania
<b>2018</b>	Pew Global Attitudes / Insights	Kenya, Nigeria
<b>2020</b>	RDD CATI Pilot Tests	Kenya, Nigeria
<b>2021</b>	National CATI Poll	Kenya
<b>2021</b>	Covid Impact & Response Poll	Kenya
<b>2021</b>	Opinion Poll	Nigeria
<b>2022</b>	National Opinion Polls	Benin, Togo, Mauritania
<b>2022</b>	National Poll on Food Insecurity	Liberia, Nigeria
<b>2022</b>	GIA 75 <sup>th</sup> Anniversary Poll	Kenya
<b>2022</b>	National CATI Poll	Nigeria, Kenya
<b>2022/23</b>	CATI Omnibus "Taxi"	Kenya
<b>2023</b>	National Opinion Poll	Burkina Faso
<b>2024</b>	Opinion Poll on Alcohol Consumption	Kenya





# Pre-election Opinion Polls

Since 2013, we have been involved in major pre-election opinion tracking polls across East and West Africa

ALG research



KANTAR

GRACE LAKE  
PARTNERS

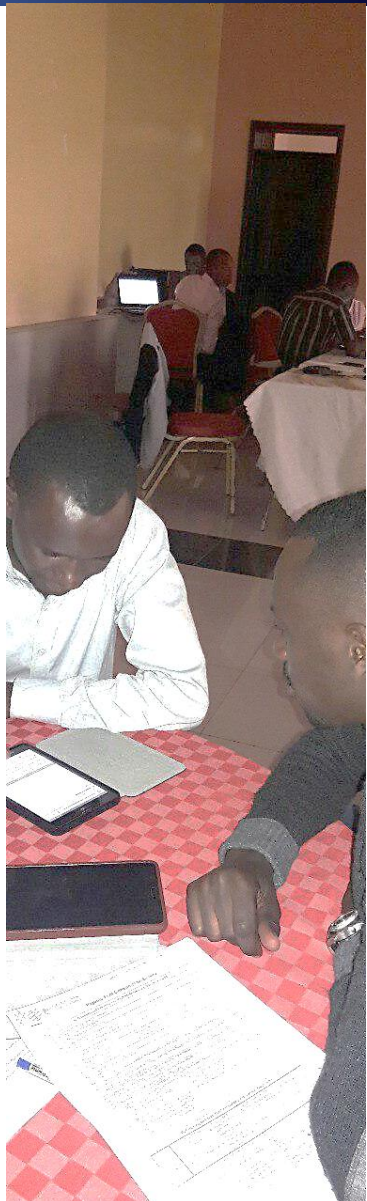
IMPACT  
RESEARCH



# Our Experience

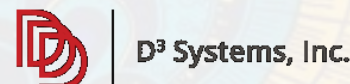


2013 - 2023	National Pre-election Tracking Polls	Nigeria
2014 - 2018	State Pre-election Tracking Polls	Nigeria: Anambra, Edo, Ekiti, Kaduna, Kogi, Kwara, Lagos, Ondo, Osun
2015 - 2021	National Pre-election Opinion Polls	Tanzania, Kenya, Uganda, DRC
2017 - 2018	National Pre-election Poll	Liberia, Sierra Leone





We have conducted both quantitative audience measurement surveys (which frequently included cognitive interviewing for questionnaire optimisation) and qualitative programme evaluations; programme assessments often entail the use of DW's real-time measurement tool, VideoMetrics







2011	Radio Programme Assessment	South Sudan
2011	Opinion Leaders' Media Habits	Kenya
2012	Audience Measurement Survey	South Sudan
2012	TV Viewing Habits	Kenya
2013 - 2015	CCTV Audience Measurement	Kenya, Nigeria
2015 - 2017	Audience Tracking Surveys	Tanzania, Ghana
2016 - 2020	Programme Evaluations	Kenya, Tanzania, Nigeria, Ghana, Senegal, Cameroon, Mali
2017 - 2020	Audience Reach Surveys	Kenya, Uganda, Zambia
2018 - 2019	Media & Information Literacy Studies	Kenya, Uganda, Ghana, Namibia
2020 & 2021	Media Viability Study	Kenya, Tanzania, Uganda
2019 & 2021	Questionnaire Optimisation Studies	Nigeria
2021	Sesame Street Evaluation	Kenya
2021	VOA Music Preference Study	Kenya
2021	News Programme Evaluation	Kenya, Uganda, Nigeria, Ghana
2021	Media FGDs & Key Informants	Kenya, Nigeria
2021	GCTV Audience Study	Kenya, Nigeria
2022	Misinformation Study	South Africa
2022 & 2023	Programme Development	Kenya, DRC, Tanzania, Nigeria
2023	Programming for Children with Special Needs	Rwanda
2023	EU Post-Campaign Evaluation	Cameroon, Nigeria, Tanzania





In doing health-related projects, we have covered both medical professionals (HCPs and specialists) as well as patients or members of the general population

In Kenya and Nigeria, we can assist in obtaining IRB approvals

A grid of logos for various organizations and research firms. The logos are arranged in a grid-like fashion, with some logos having a white background and others having a colored background. The logos include: YouGov, EMeRG, DigitasLBi, World Health Organization, CELLO HEALTH INSIGHT, research partnership, SMARTANALYST, GBH INSIGHTS, askafrika, finalmile, and GALLUP INTERNATIONAL.

YouGov

EMeRG

DigitasLBi

World Health Organization

CELLO HEALTH INSIGHT

research partnership

SMARTANALYST®  
INTELLIGENT INSIGHTS. SMART RESULTS.

GBH  
INSIGHTS

askafrika  
decisioneering through facts

finalmile.

GALLUP  
INTERNATIONAL



2011	Child Nutrition Study	Kenya, Nigeria
2011 - 2012	Child Nutrition Tracker	Nigeria
2012 - 2015	HCP Tracker	Nigeria
2014	Hypertension Affordability & Communications Studies	Kenya, Tanzania
2014	Ebola Study	Kenya, Benin, Burkina Faso, Ghana
2015	ER & Patient Study	Kenya
2016	Rotavirus Study	Tanzania
2016	Medical Devices Study	Kenya, Tanzania, Ghana
2018	HIV Prevention Concept Study	Kenya
2018 - 2019	IUD Acceptance Study	Kenya
2019 - 2021	Early Male Infant Circumcision Study	Kenya, Uganda, Tanzania
2020	Contraceptives Study	Kenya, Ghana
2021	Malaria Study (Cognitive Interviews)	Nigeria, Senegal
2021/2022	Contraceptives Study	Kenya, Uganda, Ghana





# Consumer Goods Research

From Product Tests and U&A Studies, to ethnographic observations, we are experienced across a wide range of brands and categories







2011	Laundry Care U&A & Product Test	Kenya, Nigeria
2011	Cigarette Incidence & U&A	Tanzania
2011	Cigarette Product & Concept Test	Nigeria
2011	Liqueur Concept Study	Kenya
2012	Beer Taste Test	Rwanda, Burundi, DRC, Congo, Nigeria, Sierra Leone
2012	Diaper Conjoint Study	Kenya, Nigeria
2013	Mini-TGI (Target Group Index)	Kenya, Nigeria, Angola
2013 & 2015	Hair Care Products Studies	Kenya, Nigeria
2014 - 2018	Detergent Concept & Product Tests	Ethiopia, Kenya, Nigeria, DRC, Egypt
2015	Juice Market Study	Kenya, Senegal
2016	Alcoholic Beverages Study	Mauritius
2018	Beer U&A and Segmentation	Tanzania
2019 & 2020	CSD Concept Tests	Kenya, Egypt
2019	Cooking & Nutrition Study	Kenya
2019	Whisky Concept & Communication Study	Kenya, Nigeria
2020	Beer Drinkers' Habits	Ethiopia
2021 & 2022	Mindlab Gin/Whisky Consumers	Nigeria, Uganda
2021	Luxury Brand Whisky Study	Nigeria
2021	Tequila Consumer Explorations	Kenya, Nigeria
2023	Personal Care	Kenya, Nigeria, South Africa
2024	Professional Hair Care	Kenya, Nigeria, South Africa



# Agricultural Research

Covering diverse crops, we have carried out studies among smallholder and commercial farmers as well as among Key Informants







2011	Animal Health Study	Kenya, Nigeria, Ghana, Ethiopia
2012	Wheat Farmers Study	Kenya, Ethiopia, Tanzania, Zambia, South Africa
2012 - 2018	Commercial Maize Growers Studies	South Africa, Kenya, Tanzania
2012 & 2017	Fertiliser Study	South Africa
2014 - 2020	Good Growth Plan (smallholders)	Kenya, Zambia, Nigeria, South Africa
2016	Cut Flowers Study	Kenya
2018	Corn Growers & Distributors	Kenya
2019	Thiamethoxam Study	Kenya
2020	Good Growth Plan Success Stories	Kenya, Zambia
2020 & 2022	Smallholder Baseline & Endline	Kenya, Uganda, Zambia, Ghana, Sierra Leone
2020	Animal Vaccination Study	Kenya, Uganda, Ethiopia
2020	Fall Army Worm Study	Kenya
2021 & 2022	Drones in Maize Farming	Ghana
2021	Smallholder Household Survey	Tanzania, Malawi
2021	Agro-dealers CATI	Mozambique





It all started with innovative devices; then users of novel digital services began to shift into focus

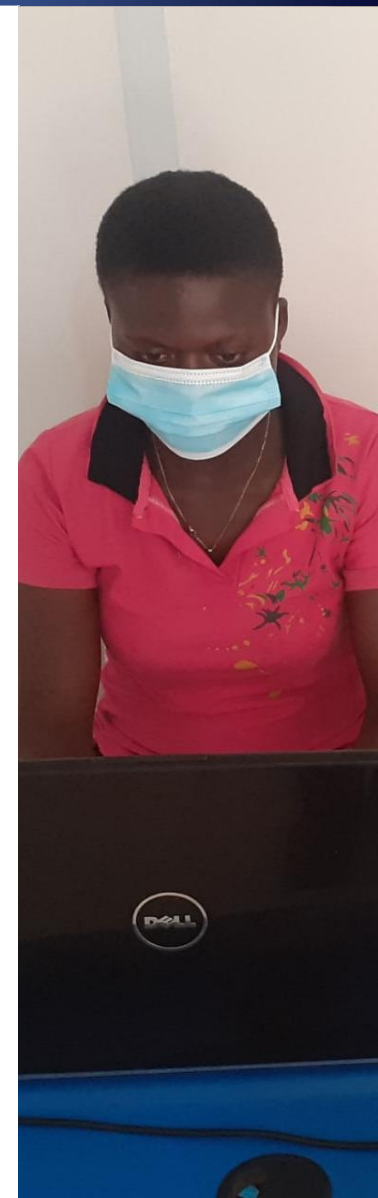
Now, optimising User Experience Design takes the new pride of place







2011	Laptop/3G Modem Bundle Offers	Kenya
2011	Smart Phone Conjoint Study	Ethiopia
2011	Tablet Concept Study	Kenya
2012	IBM Advertising Test	Kenya
2012/2013	Mobile Consumers	Kenya, Tanzania
2014	Smart TV Survey	Kenya
2014	ICT Clients Satisfaction Study	Kenya
2016/2017	Connectivity Study	Kenya, Nigeria, South Africa
2017	User Experience Study	Kenya, South Africa
2018	Google Users Experience study	Kenya
2019	Online Devices Study	Uganda, Nigeria, Ghana, Sudan
2019	Digital Literacy Study	Kenya
2020	Facebook User Call-Back Study	Nigeria
2020	Social Buyers Study	Kenya, Nigeria
2020	Customer Engagement Study	Liberia
2020	Women Entrepreneurs	Nigeria
2021	Android Go UX Study	Kenya, Nigeria
2021	Facebook Trust & Value Study	Nigeria
2021	Online Communities: Platform Testing	Nigeria. Kenya
2021	Facebook Harmful Content Study	Kenya
2022	Android Go UX Study	Nigeria
2023	eCommerce among MSMEs	Kenya, Nigeria
2023	Telecommunications Study	Kenya





# Automotive Studies

Across West and East Africa, the bulk of cars sold are second-hand vehicles from the grey market; therefore, automotive research usually focuses on trucks

Yet, new mobility concepts are also being explored



**Deloitte.**



**Market Probe**



**MARKETING & SOCIAL SURVEY LTD.**

**FROST &  
SULLIVAN**



**DENTSU  
MACROMILL  
INSIGHT**



**askafrika**  
decisioneering through facts



2013	Motorcycle Market Study	Kenya
2014	Car Concept Test	Kenya
2014	Truck Owners Study	Angola
2015	Small Trucks Study	Kenya, South Africa
2016	Automotive Components Study	Kenya, Nigeria
2016	Petrol Stations Satisfaction Study	Kenya
2016	Automotive Components Manufacturers Association of India (ACMA) Workshops	Kenya, Nigeria
2016/2017	Truck Parts Pricing Study	Kenya
2017	Mobility Study	Kenya, Tanzania, Uganda
2019	Uber Drivers Study	Kenya
2019 - 2022	Car and Motorcycle Mindscape Studies	Kenya





# Audits & Mystery Shoppers

We have carried out in-store audits, shelf-checks, and mystery shoppers as well as full-blown retail census exercises and retail audits across a wide range of markets



# Our Experience



2011 - 2014	Quarterly Cigarette RSP Tracker & Census	Tanzania
2014	Cigarette Retail Census	Nigeria
2015	Writing Materials Retail Audits	Egypt, Turkey
2015	Fruit Juice Shelf Checks	Kenya, Senegal
2017	Detergent Shelf Checks	Kenya, Nigeria, DRC, Egypt
2017	Pharmacy Price Check	Nigeria
2018	Energy Drinks Market Audit	Uganda
2022	National Pharmacy Audit	Kenya
2023	Mall Audits for Beauty Products	Kenya, Nigeria





# Household Surveys

Since 2011, we have carried out numerous household surveys in cities across the continent; these surveys serve to identify suitable locations for shopping centres and malls in certain catchment areas; and to determine households' category spending patterns as well as consumer preferences for store types and retail chains.

The logo for FERNRIDGE, featuring a stylized green 'F' and the text 'FERNRIDGE' in blue. Below it, in smaller text, is 'Member of the UCS Group'.The logo for askafrika, featuring a stylized orange 'a' and the text 'askafrika' in orange. Below it, in smaller text, is 'decisioneering through facts'.The logo for LightStone, featuring the text 'LightStone' in a stylized font with a blue underline.



# Our Experience



## Countries:

Angola  
DRC  
Ghana  
Kenya  
Liberia  
Malawi  
Nigeria  
Rwanda  
Tanzania  
Zambia

## Cities:

Luanda, N'Dalantando  
Lubumbashi  
Accra  
Nairobi, Runda, Vipingo, Kisumu  
Monrovia  
Lilongwe  
Lagos  
Kigali  
Dar es Salaam  
Lusaka





As climate change, pollution, and loss of bio-diversity are increasingly making their impact felt, we strive to focus more on this vital area of research; and to complement the research with individual responsibility for the recovery of our ecosystems.

ENTREPRENEURS  
FOR FUTURE



# Our Experience

2015 & 2016	M&E Study Food Safety (Baseline & Endline)	Kenya, Zambia
2019	Impact of Climate Change in Kenya & Nigeria ( <a href="#">self-sponsored</a> )	Kenya ,Nigeria
2021	Sustainable Energy for Smallholders	Kenya, Uganda
2022/23	Environmental Study	South Africa







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