



OpinionBus

Resilient Research for Resilient Business.

OpinionBus - Resilient Approach for Resilient Business

What is it?

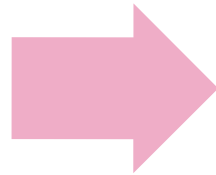
OpinionBus is an omnibus survey run by Opinion Space. It starts at the end of every month and is conducted, analyzed and reported to sponsors within the first week of the following month.

How?

With a normal survey approach, clients run their projects independently and get their data at standard operational costs. These will be significantly reduced if the project would be converted to an omnibus approach.

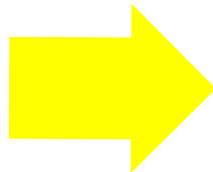
The traditional survey process...

Skycorp Needs to run a 5min urvey



Skycorp Pays \$5,000 to run survey of 1,000 people.

TreeCo Needs to run a 5min urvey



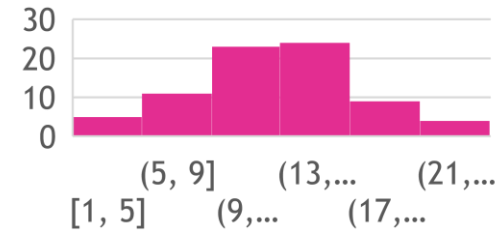
TreeCo Pays \$5,000 to run survey of 1,000 people.

Africorp Needs to run a 5min Survey

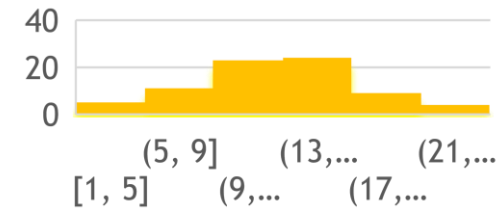


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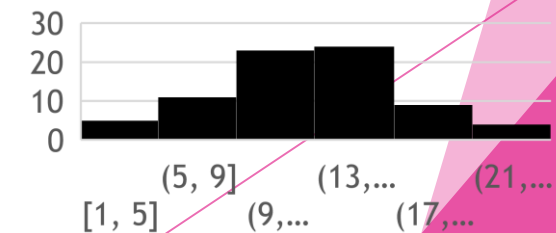
Skycorp Data



TreeCo Ltd Data



Africorp Data

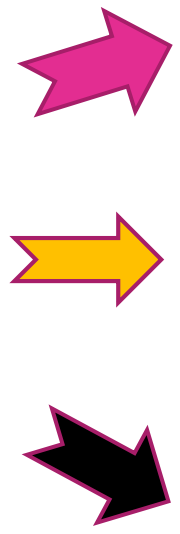
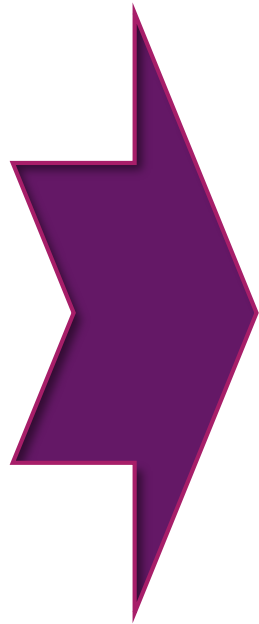


How it works.

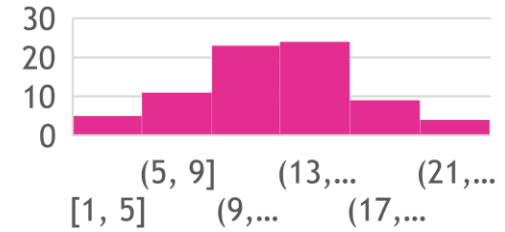
With OpinionBus, the surveys from different clients is merged into one partitioned questionnaire and fielded at once before the data is separated for each sponsor.

The OpinionBus Process

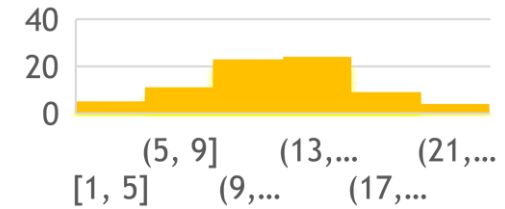
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- Africorp Needs to run a 5min survey



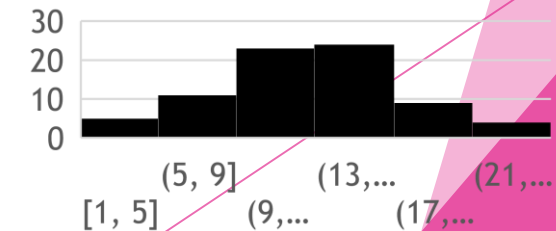
Skycorp Data



TreeCo Ltd Data



Africorp Data



Advantages of OpinionBus.

1. **Versatile:** Ask 1, 5 or 10 queries its up to you.
2. **Low Cost:** ONLY pay a for what you ask.
3. **Free Demographics:** Free Age, Gender & Geo data.
4. **Rapid turnaround:** It all runs on a tight schedule.
5. **Access National Audience:** Its all Nat. Rep.

Available Market Routes.

- ▶ Ghana: n=1,000 people interviewed monthly!
- ▶ Nigeria: n=1,000 people interviewed monthly!
- ▶ Kenya: n=1,000 people interviewed monthly!
- ▶ S. Africa: n=1,000 people interviewed monthly!

The Target:

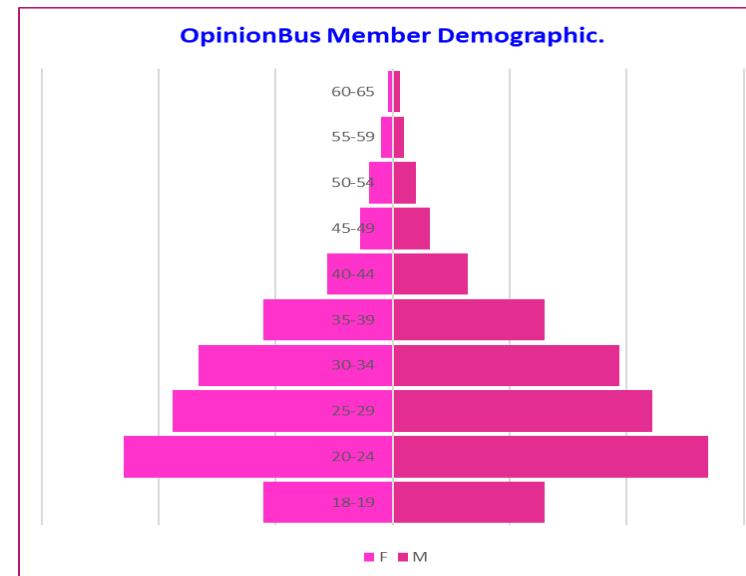
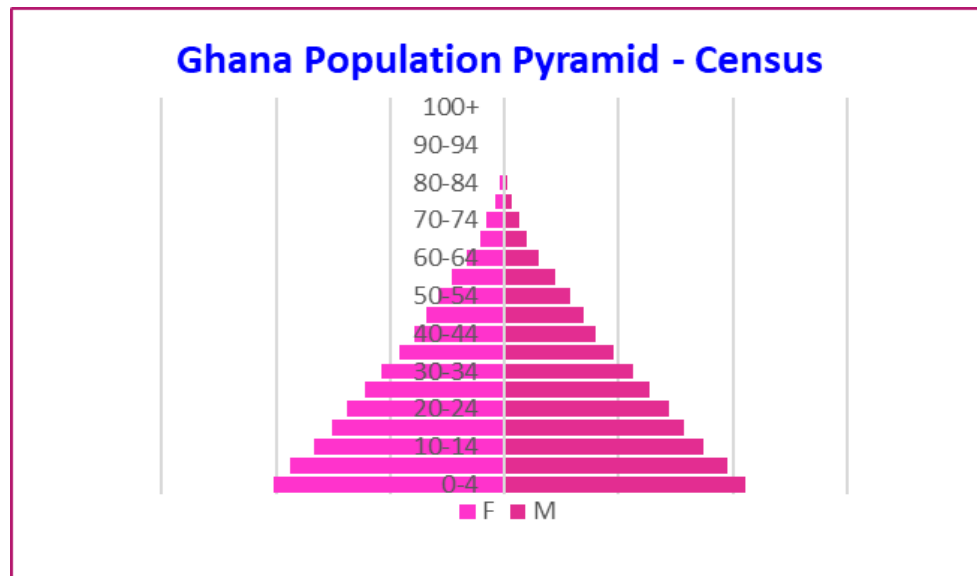
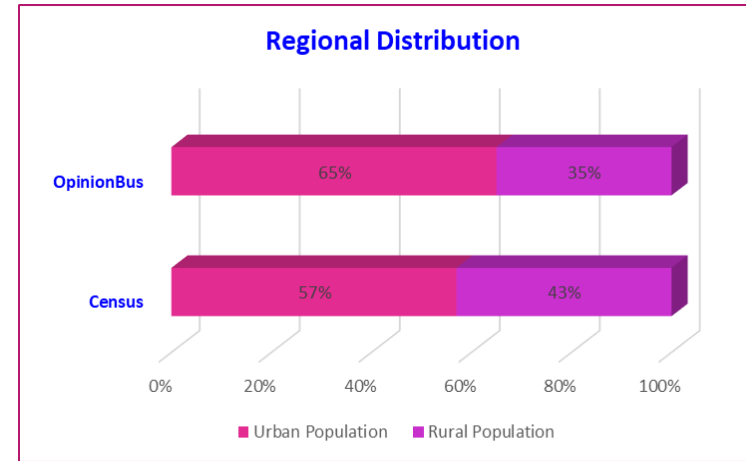
Like a bus route, surveying together only works if all clients on board are going for the same respondent.

Below is a summary of the available respondent targeting options. The overall Structure is closely representative of the country's census data.

Population : 31m.
GDP : \$67.077 billion
Currency : Ghana Cedi

Exchange Rate (Avg.) : \$1= 5.5GH¢
Inflation : 7%
Trade - Imports. : 15% of GDP 2019est.

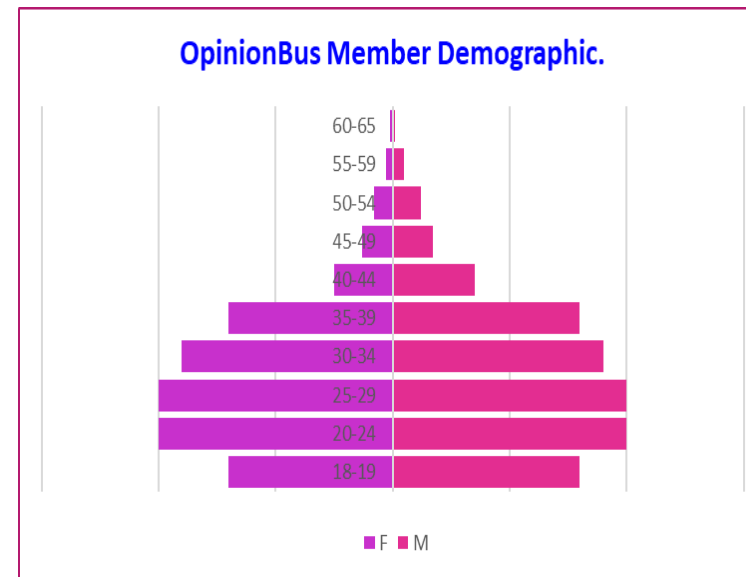
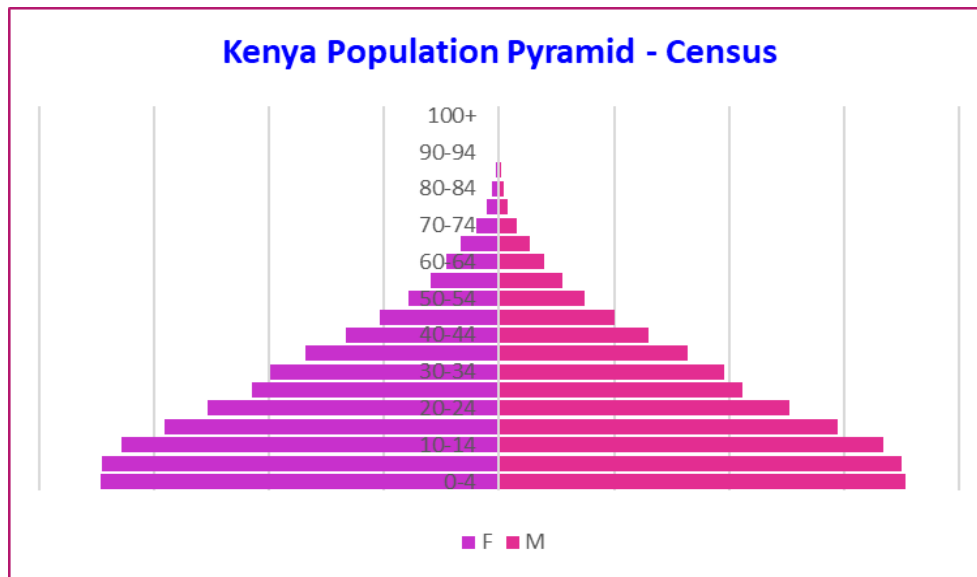
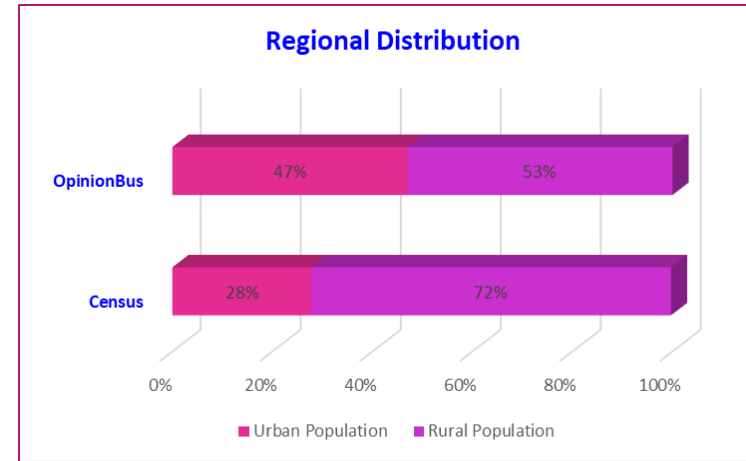
Trade - Exports. : 24.9% of GDP 2019est.



Population : 53m.
 GDP : \$99.24 billion
 Currency : Kenyan Shilling

Exchange Rate (Avg.) : \$1= 100/=
 Inflation : 5.20%

Trade - Imports. : 14.1% of GDP 2019est.
 Trade - Exports. : 3.4% of GDP 2019est.

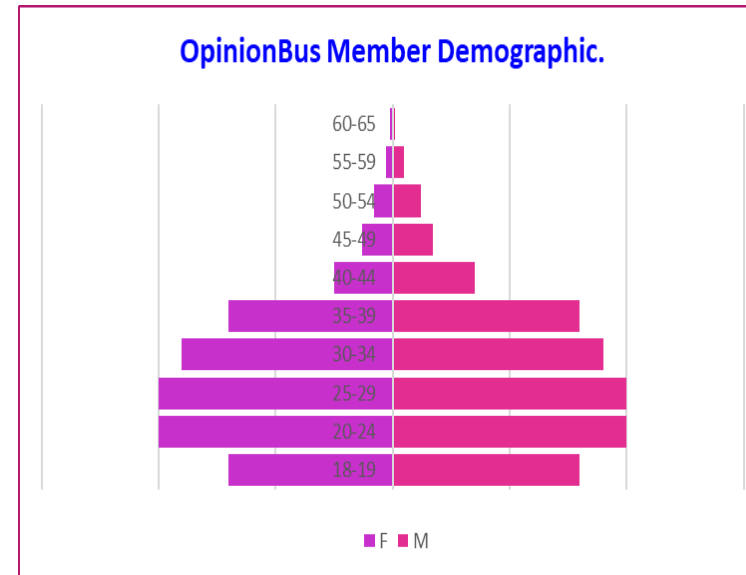
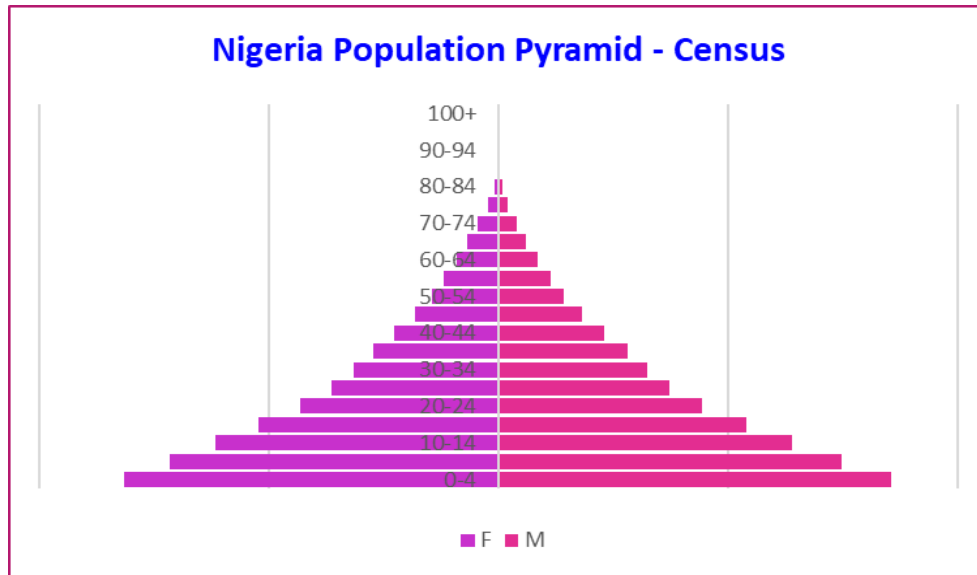
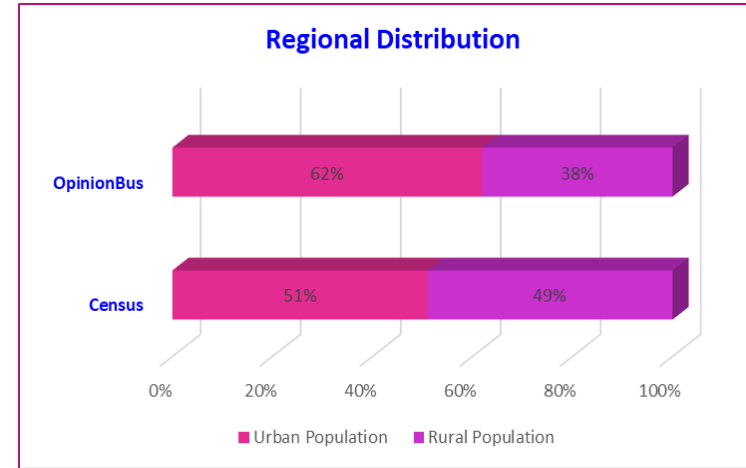


Nigeria.

Population : 206m.
 GDP : \$446.543 billion
 Currency : Nigerian Naira

Exchange Rate (Avg.) : \$1= 380 ₦
 Inflation : 11.40%

Trade - Imports. : 10.6% of GDP 2019est.
 Trade - Exports. : 12% of GDP 2019est.



S. Africa.

Population : 59m.
GDP : \$358.839 billion
Currency : South African Rand

Exchange Rate (Avg.) : \$1= R 16
Inflation : 4.13%
Trade - Imports. : 24.6% of GDP 2019est.
Trade - Exports. : 25.1% of GDP 2019est.

