



Sagaci Research
Market intelligence across Africa

Do you struggle to obtain top quality
consumer data customized to your needs?

REVISED CALENDAR
25.03.2020

Sagaci Omnibus

Your expert tool to quick and cost-efficient representative surveys

March 2020



What is the Sagaci Omnibus



1,500 in-home survey capturing consumer behavior & trends across 14 African countries



You add your questions to a larger multi-client syndicated survey, allowing lower prices than a stand alone study



You get access to a representative sample of the adult population, both urban & rural coverage



You receive insights and actionable results in 4 weeks

How will you benefit

Sagaci Omnibus answers your business questions in a fast and cost-effective way



...and more

How it works

Sagaci Omnibus process is simple, quick and insightful



Upcoming Omnibus calendar

REVISED CALENDAR

Sagaci Omnibus is conducted bi-annually in 14 African countries



2020 PARTICIPATION DEADLINE



*Deliverables submission ~4 weeks from participation date

How to participate

Subscribe to one or more of Sagaci Omnibus Value Packs

VALUE PACK	STANDARD BUS 1 COUNTRY, 1 WAVE	MULTI-WAVE 1 COUNTRY, 2 WAVES	MULTI-COUNTRY 3 COUNTRIES, 1 WAVE
# of Questions	5 questions (1 simple, 4 standard)	6 questions (1 simple, 5 standard) x 2 waves	7 questions (2 simple, 5 standard) x 3 countries
Total Price	4,900 USD	9,500 USD	17,000 USD
Deliverables	Country demographics Raw data + Cross-tabulation Analysis report	Included Included Included	Included Included Included

¹ Simple question allow up to 2 answer options or 1 open numeric answer. Single response only.
Standard closed allow up to 8 answer options, or 4 statements answered against a scale. Single or multiple response.

Add-on or Customize your own pack

	Rate per unit (USD)
1 Country demographics <ul style="list-style-type: none"> Age, gender, location, education, household income, working status, socio-economic class 	1,200
2 Proprietary questions <ul style="list-style-type: none"> Simple question¹ 300 Standard closed¹ 800 Open ended 2,000 	
3 Deliverable type <ul style="list-style-type: none"> Raw datasets Included Cross-tabulated data Included Analysis report 1,200 	

About Sagaci Research

Sagaci Research is the leading independent market research and market intelligence firm dedicated to African markets.

Founded in 2012 by former consultants from The Boston Consulting Group (BCG), the company conducts field research studies and publishes reports and databases on retail, real estate, household consumption and consumer goods topics. As of today, Sagaci Research has offices in all key African cities, with a strong local footprint operating across more than 20 countries in the continent.

Sagaci Research is the exclusive supplier of high-quality data and information on African economies for leading multinational companies and investors.

**For inquiries and to
confirm participation,
please contact**

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