

Sample & Demographics

Digital Personas

Decodis' Deck for:

- Urban Kenya
- Rural Kenya
- Lagos
- Urban Northern Nigeria
- Rural Northern Nigeria
- Urban Senegal
- Rural Senegal

May 2026



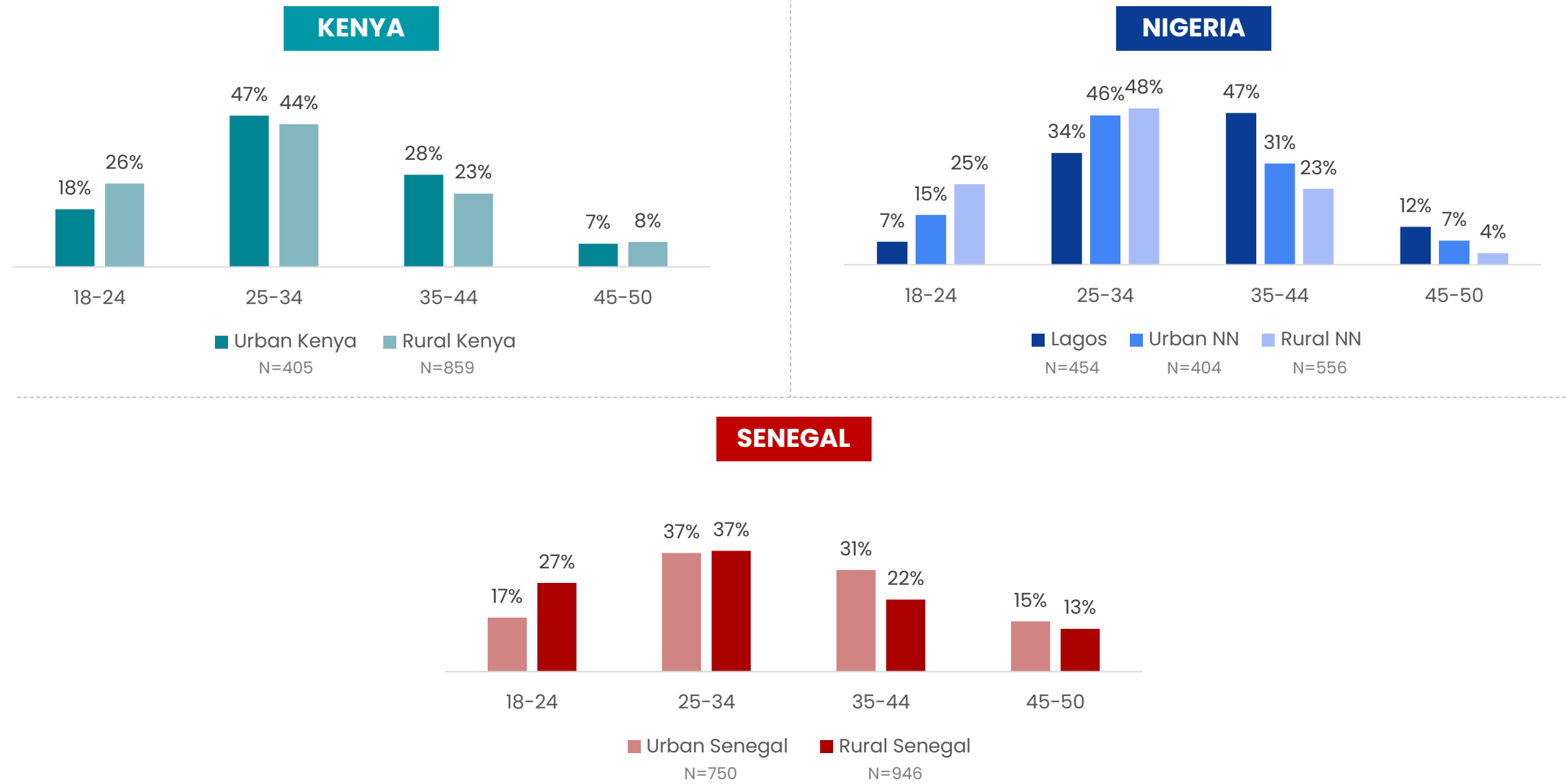
Not actual participant

Demographics

- Age brackets
- Marital status
- Household size
- Education level

Age Brackets

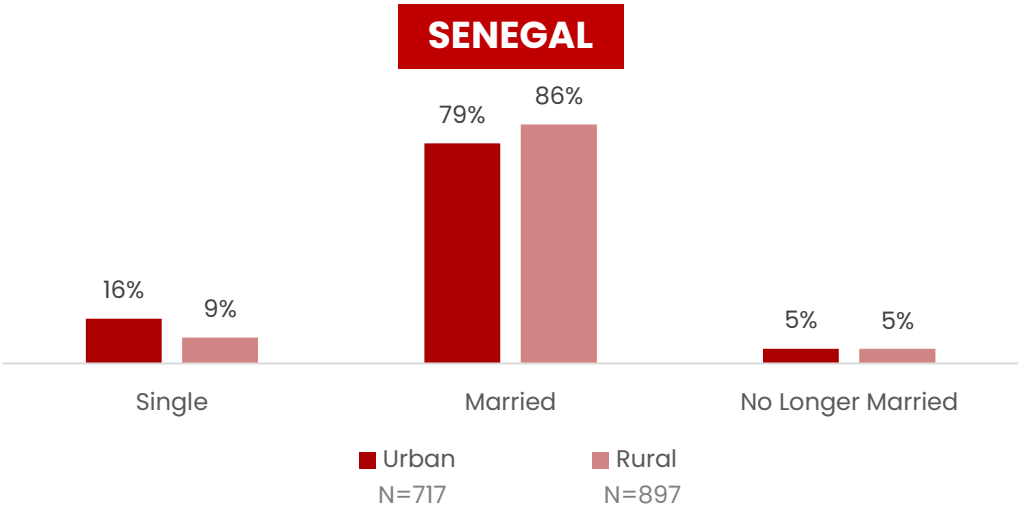
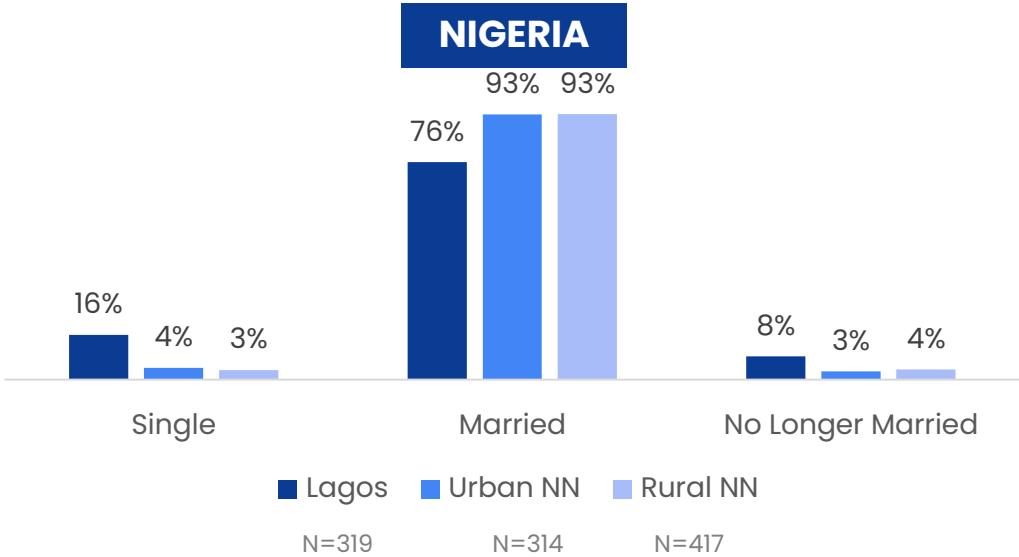
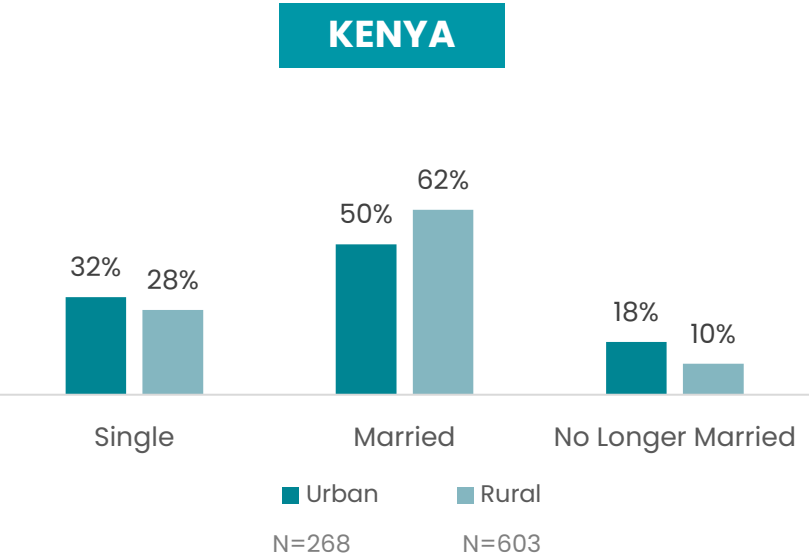
% in age brackets



Marital Status

% in each marital status

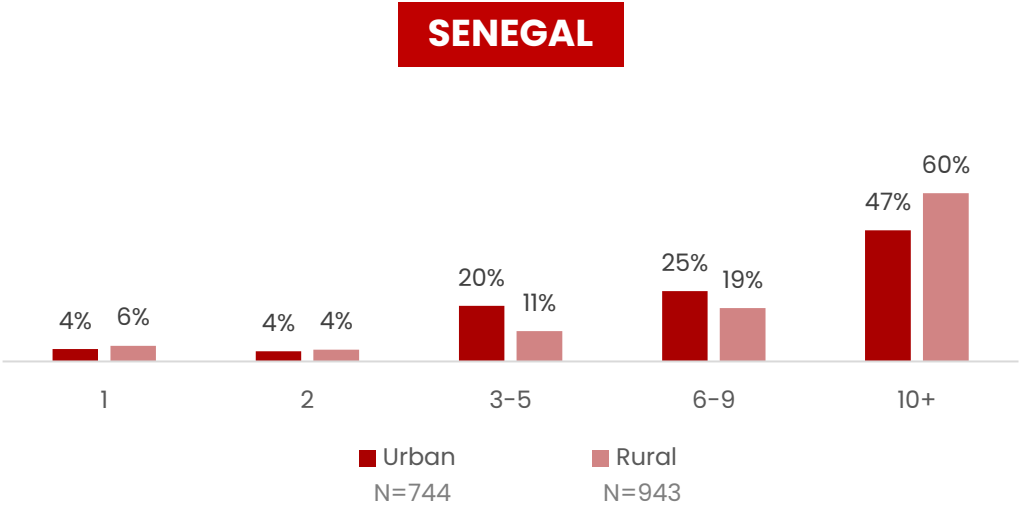
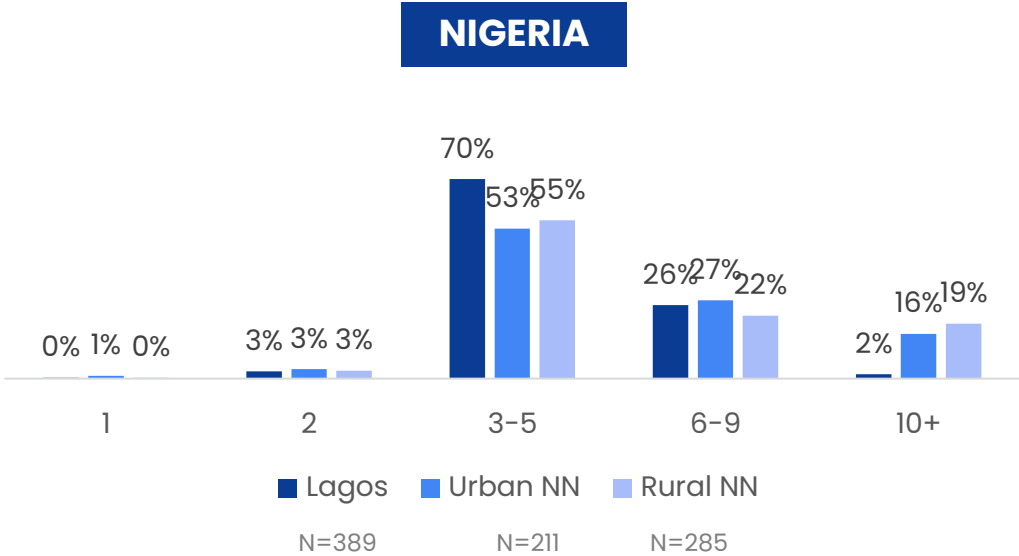
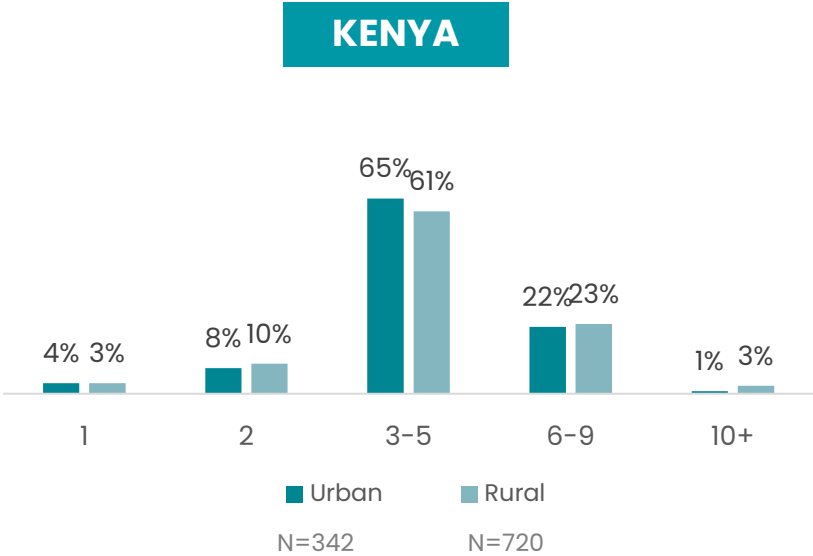
Note: these are extracted from open ended responses, so the Ns are less than the total number of people asked, since some respondents did not answer or were unable to be categorized.



ANNEX – DEMOGRAPHICS

Household Size

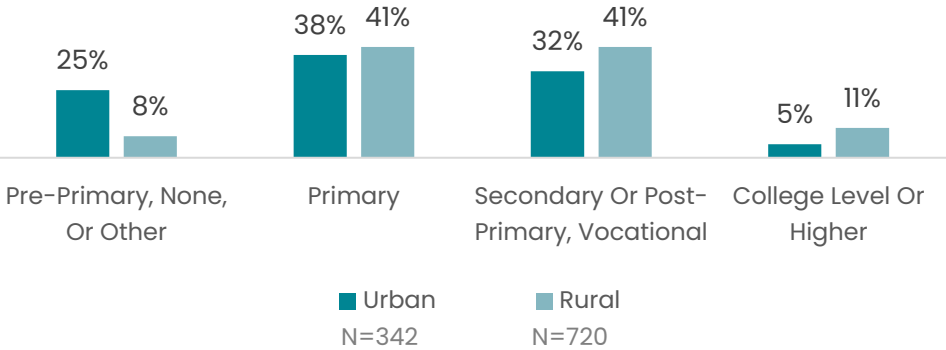
% in each household size



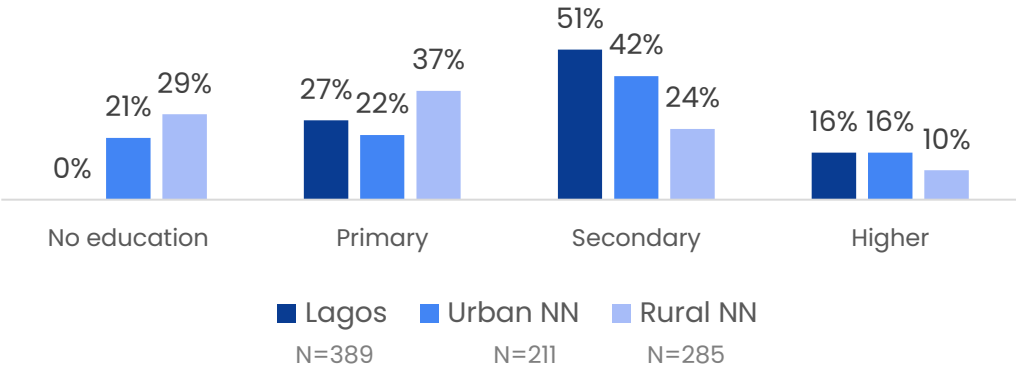
Education Level

% of sample in each education level

KENYA



NIGERIA



SENEGAL

