

Research company launches East African omnibus

By [Carole Kimutai](#)

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TNS RMS has started an omnibus study in East Africa that will involve regular surveys. The results of individual questions remain the property of the client and will not be shared with other clients.

The surveys will cover adults aged 15+ in rural and urban areas and a representative sample selected using the quotas from latest population statistics that are filled with randomly selected households will be used as a combination of quota and random sampling provides accurate representation. The Kenya sample will exclude northern and north-eastern Kenya. The Uganda sample will include greater Kampala and while Tanzania will include Dar and Arusha.

ABOUT CAROLE KIMUTAI

Carole Kimutai is a writer and editor based in Nairobi, Kenya. She is currently an MA student in New Media at the University of Leicester, UK. Follow her on Twitter at [@CaroleKimutai](#).

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