



Introduction to Afrobarometer surveys

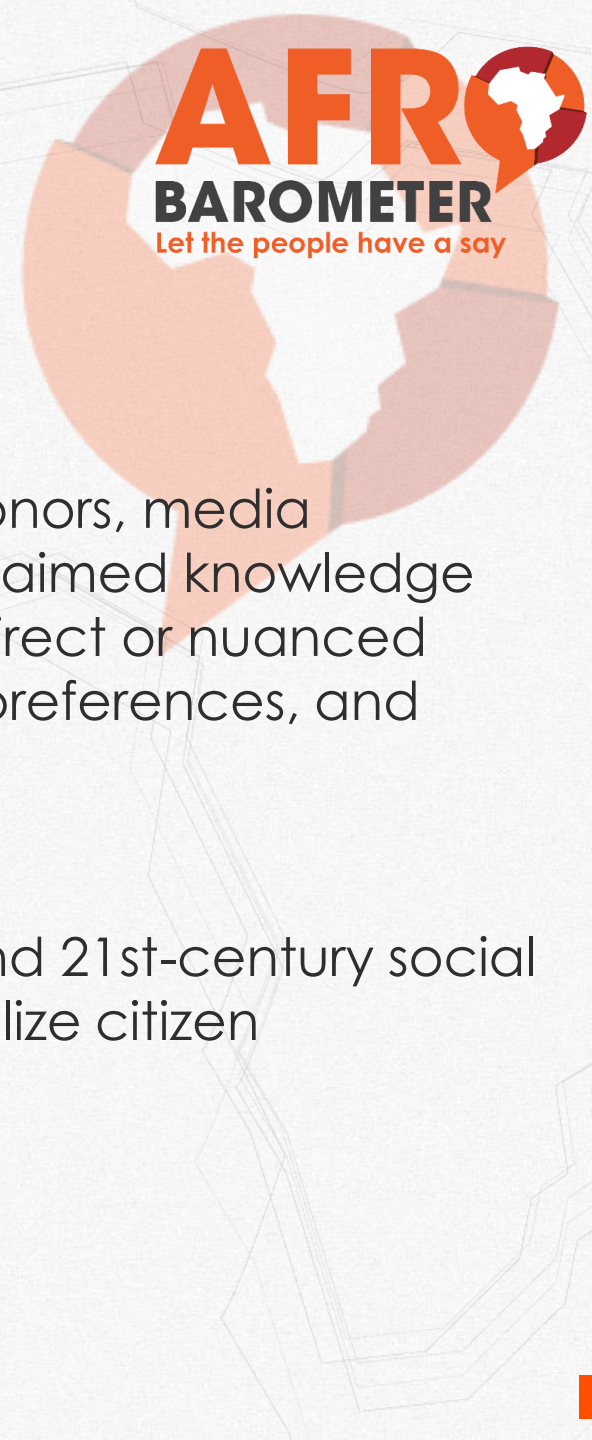
Royal Norwegian Embassy, Nairobi
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What is Afrobarometer?



- Premier pan-African organization dedicated to tracking the experiences, evaluations, and perspectives of ordinary citizens on political, economic, and social developments, and injecting findings into policy processes at the national, continental, and global levels.
- 23 years of amplifying voices of ordinary Africans
- African-owned and - managed
- Rigorous methodology
- Pan-African coverage – represents 75%-80% of Africa's population
 - 219 surveys in 39 countries since 1999
 - 330,000+ interviews
 - Hundreds of briefings and publications, thousands of news reports
 - Time series back to 1999
- Public good – All data published on AB website
 - Free online data analysis tool

What motivated the creation of Afrobarometer



Problem

- Over the years, experts, political leaders, donors, media personnel, academics, and pundits have claimed knowledge and held opinions about Africans without direct or nuanced understanding of the experiences, values, preferences, and thinking of ordinary Africans.

Solution

- Research that applies rigorous standards and 21st-century social science knowledge designed to institutionalize citizen engagement for inclusive development.

What does Afrobarometer do



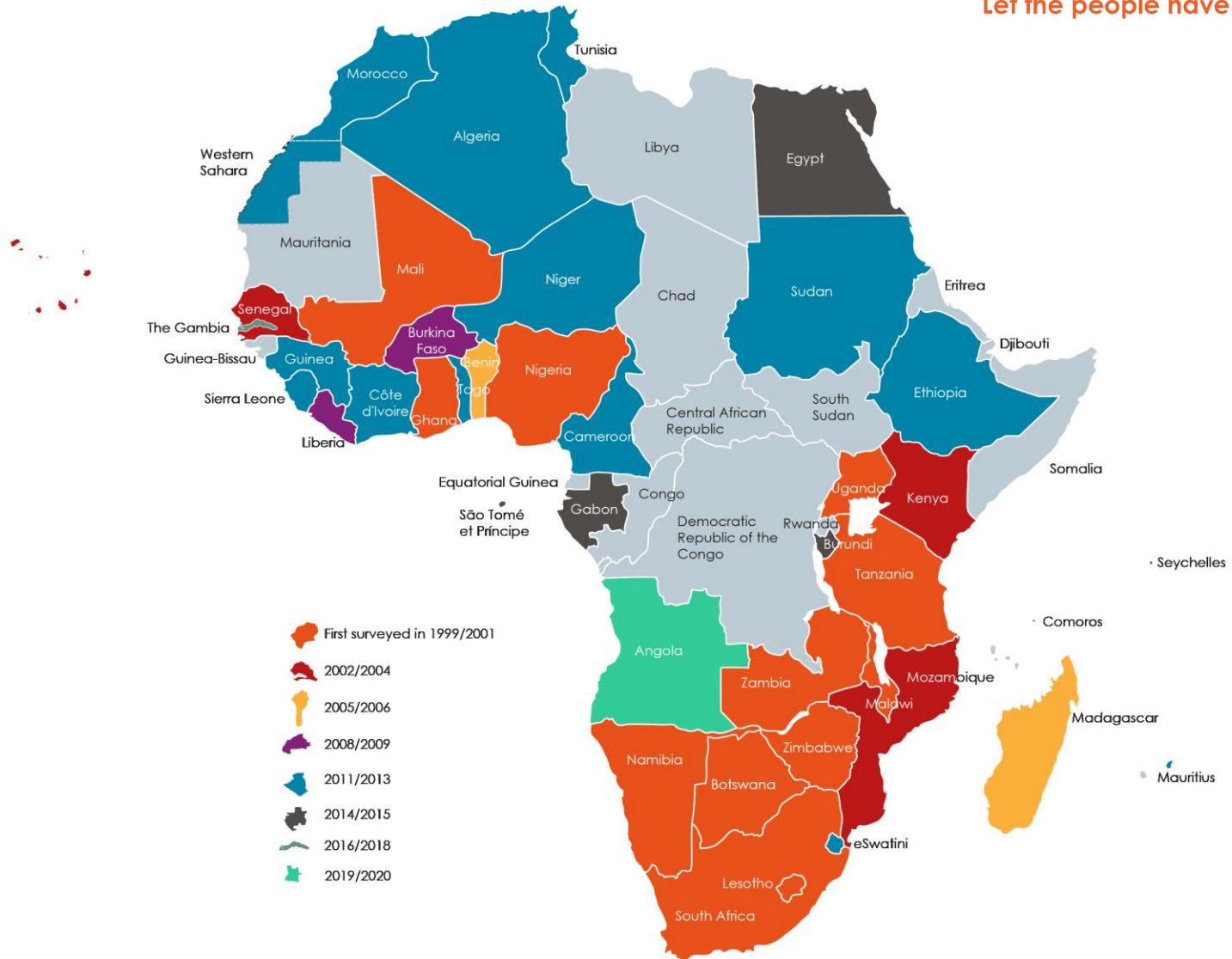
Core objectives:

- Produce scientifically reliable data and analysis on public attitudes in Africa
- Broadly disseminate and apply survey results to promote democratic governance and evidence-based policymaking
- Strengthen capacity for survey research, analysis, and communication

Leading source of reliable data on what Africans think, their experiences and political behaviors

Goal: To give the public a voice in policymaking.

Where Afrobarometer works



Tracking questions over time

- Economy
- Democracy
- Media
- Elections
- Government performance
- Leadership performance
- Trust
- Corruption
- Ethnicity and identity
- Social cohesion
- Poverty
- Political participation
- Infrastructure
- Tolerance/Inclusion

Special focus areas for Round 9

- Gender equality and gender-based violence
- COVID-19
- Policing
- Child welfare
- Pluralism
- Social services
- Climate change and environmental governance
- Open, responsive, and transparent government



Methodology



- **Nationally representative** sample of adult citizens
 - All respondents are **randomly** selected.
 - Sample is distributed across [regions/states/provinces] and urban/rural areas in **proportion** to their share in the national population.
 - Every adult citizen has an **equal chance** of being selected.
- **Face-to-face interviews** in the **language of the respondent's choice**.
- **Standard questionnaire** allows comparisons across countries and over time.
- **Sample sizes** of 1,200 to 2,400 adult citizens yield margins of sampling error of +/-2 to 3 percentage points at a 95% confidence level.

"Afrobarometer ... is the gold standard for independent opinion polls in Africa." – Linda Thomas-Greenfield, U.S. ambassador to the United Nations



Visibility

AB publications

- Dispatches
 - Policy papers
 - Working papers
 - News releases
 - AB Blog
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- Country-level
 - Multi-country
 - Continental (Pan-Africa Profiles)



Thank you



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It's easy and free at www.afrobarometer.org/online-data-analysis.