



African countries

Afro Barometer

Africa Public Opinion Research

URL	http://www.afrobarometer.org/index.html	
Brief	<p>The Afrobarometer is an independent, nonpartisan research project that measures the social, political and economic atmosphere in Africa. Afrobarometer surveys are conducted in more than a dozen countries and are repeated on a regular basis. Because the instrument asks a standard set of questions, countries can be systematically compared. Trends in public attitudes are tracked over time. Results are shared with decision makers, policy advocates, civic educators, journalists, researchers, donors and investors, as well as average Africans who wish to become more informed and active citizens.</p> <p>The Afrobarometer was established in 1993, this non-partisan research project conducts regular surveys of African opinions from more than a dozen nations on a wide range of topics. Surveys, survey results, briefing papers, and working papers are available online. Each Afro barometer survey collects data about individual attitudes and behaviours, including innovative indicators especially relevant to developing societies.</p>	
Objectives/ Mission	Objectives of the Afrobarometer are: to produced scientifically reliable data on public opinion in sub-Saharan Africa; to strengthen institutional capacity for survey research in Africa; and to broadly disseminate and apply survey results.	
Methodology and Tools	<p>Afro barometer surveys are based on: Face-to-face interviews by trained interviewers in the language of the respondent's choice, national probability samples that represent an accurate cross section of the voting age population, random selection is used at every stage of sampling and the sample is stratified to ensure that all major demographic segments of the population are covered. Sample size varies from a minimum of 1200 in each country to up to 2400 or more.</p>	
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Markinor's Public Opinion Research (Markinor)

URL	http://www.markinor.co.za/	
Brief	<p>Markinor's Public Opinion Research (Markinor) is steeped in the last 35 years of South African history. Since Markinor's inception in 1972 Markinor became the leading South African provider of research solutions. It has field offices in Johannesburg, Pretoria, Boksburg, Bloemfontein, Durban, Cape Town, East London and Port Elizabeth.</p> <p>Markinor was the first marketing research company in South Africa to receive ISO 9001 certification, recently upgraded to ISO 9001: 2000. In addition, Markinor undertakes to adhere to the ICC/ESOMAR International Code of Marketing and Social Research Practice.</p> <p>Markinor provides Trends Report and the Government Performance Barometer, which deals extensively with government's key performance areas.</p>	
Objectives/ Mission	Markinor is seeking for presenting a view of a changing research landscape; stating unequivocally that integrity, respect, independence, diversity and curiosity; and deliver thinking in every facet of Markinor's relationship with clients.	
Methodology and Tools	Markinor conducts more than 300 projects per year of both a quantitative and qualitative nature. It uses Geographic Information System (GIS) in the sampling process, which allows to overlay, display and analyse data of different types and formats using physical location as constant. A team of 800 part time face-to-face interviewers and 70 part-time telephonic interviewers are working at Markinor. A comprehensive Computer-assisted Telephonic Interviewing (CATI) system consisting of six CATI centers are available	
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