



2025:14

Sida Decentralised Evaluation

NIRAS Sweden AB

# End-of-Term Evaluation of Afrobarometer's regional program 2023-2025

Final Report

# End-of-Term Evaluation of Afrobarometer's regional program 2023-2025

**Final Report  
December 2025**

**Birgitte Jallo  
Jonas Noren  
José Matsinhe**

**Authors:** Birgitte Jallo, Jonas Noren, José Matsinhe

The views and interpretations expressed in this report are the authors' and do not necessarily reflect those of the Swedish International Development Cooperation Agency, Sida.

**Sida Decentralised Evaluation 2025:14**

Commissioned by Sida

**Copyright:** Sida and the authors

**Date of final report:** 2025-12-05

**Art. no.** Sida62834en

urn:nbn:se:sida-62834en

This publication can be downloaded from: [www.sida.se/en/publications](http://www.sida.se/en/publications)

SWEDISH INTERNATIONAL DEVELOPMENT COOPERATION AGENCY

---

Visiting address: Rissneleden 110, 174 57 Sundbyberg  
Postal address: Box 2025, SE-174 02 Sundbyberg, Sweden  
Telephone: +46 (0)8-698 50 00. Telefax: +46 (0)8-20 88 64  
E-mail: [sida@sida.se](mailto:sida@sida.se) Web: [sida.se/en](http://sida.se/en)

# Table of Contents

<b>Abbreviations and Acronyms .....</b>	<b>vi</b>
<b>Preface.....</b>	<b>viii</b>
<b>Executive Summary .....</b>	<b>ix</b>
<b>1 Introduction.....</b>	<b>1</b>
1.1 Background and Context .....	1
1.2 Purpose and Focus of the Evaluation .....	3
1.3 Earlier Evaluation - Status .....	4
1.4 AB Stakeholders.....	5
1.5 Evaluation Approach and Methodology .....	6
1.6 The Evaluation Process.....	8
1.7 Limitations .....	10
<b>2 The Evaluated Intervention .....</b>	<b>12</b>
2.1 AB – the Organisation and Programme .....	12
2.2 The AB Operation.....	17
<b>3 Findings.....</b>	<b>19</b>
3.1 Relevance and Coherence: Is the Intervention Doing the Right Thing? .....	19
3.2 Effectiveness: Is the Intervention Achieving Its Objectives? .....	29
3.3 Efficiency: How Well are Resources Used?.....	57
3.4 Sustainability: Will the Benefits Last? .....	60
<b>4 Evaluative Conclusions .....</b>	<b>69</b>
4.1 Relevance and Coherence .....	69
4.2 Effectiveness .....	69
4.3 Efficiency and Sustainability .....	72
<b>5 Lessons Learned .....</b>	<b>75</b>
5.1 AB - A Hidden Treasure? .....	75
5.3 Organisational Strength and Right People.....	75
5.3 AB and Social Norms Change .....	75
<b>6 Recommendations.....</b>	<b>77</b>

6.1 Recommendations to EoS .....	77
6.2 Recommendations to AB .....	78
<b>Annex 1 Terms of Reference.....</b>	<b>82</b>
<b>Annex 2 Recommendations from 2021 Evaluation report.....</b>	<b>91</b>
<b>Annex 3 Overview of Stakeholders Met .....</b>	<b>95</b>
<b>Annex 4 Growth of the AB Network by Round and by Year.....</b>	<b>100</b>
<b>Annex 5 List of Documentation Reviewed.....</b>	<b>102</b>
<b>Annex 6 Perception-Based Survey.....</b>	<b>106</b>
<b>Annex 7 Assessment of Afrobarometer Outreach Based on Meltwater Data.....</b>	<b>129</b>
<b>Annex 8 Inception Report .....</b>	<b>136</b>

# Abbreviations and Acronyms

AB	Afrobarometer
ABCON	Not an acronym, but the name of a consulting firm in Addis Ababa, Ethiopia
AGA	The African Governance Architecture
APSA	African Peace and Security Architecture
APO	African Press Organization (now known simply as APO Group)
AU	African Union
CBU	Capacity Building Unit
CDD	Centre for Democratic Development
CMT	Central Management Team
CEO	Chief Executive Officer
COO	Chief Operating Officer
CP	Core Partner
CRES	Centre Recherche Économique et Sociale
CTA	Confederação das Associações Económicas de Moçambique (Confederation of Mozambican
EoS	Embassy of Sweden
EQ	Evaluation Question
ESG	Evaluation Steering Group (made up by AB and EoS)
EU	European Union
FGD	Focus Group Discussion
IAC	International Advisory Council
IDS	Institute for Development Studies, University of Nairobi
IJR	Institute for Justice and Reconciliation, Cape Town, South Africa
IMD	Institute for Multiparty Democracy
INE	Instituto Nacional de Estatística – National Statistics Institute, Mozambique
KII	Key Informant Interview
LGBTQ+	Lesbian, Gay, Bisexual, Transgender, Queer +
MEL	Monitoring, evaluation and learning
MoU	Memorandum of Understanding
MSU	Michigan State University
NP	National Partner
PAP	Pan-African Parliament (the legislative body of the African Union)
RADDHO	Rencontre Africaine pour la Défense des Droits de l'Homme
SU	Support Unit
ToC	Theory of Change

ToR	Terms of Reference
UCT	University of Cape Town
UN	United Nations
UNDP	United Nations Development Programme
UNFPA	United Nations Population Fund (formerly: United Nations Fund for Population Activities)
USAID	United States Agency for International Development.

# Preface

This End-of-Term Evaluation of Afrobarometer (AB) has been commissioned by the Embassy of Sweden in Ethiopia. The evaluation took place from August to December 2025 with field work carried out October 13-25 and it was conducted by:

- Birgitte Jallof, Team Leader
- Jonas Noren, Deputy Team Leader, Evaluation Specialist
- José Matsinhe, Evaluator, National Expert

Katarina Lundblad managed the evaluation process at NIRAS with colleagues from the evaluation team. Ted Kliet provided quality assurance advice. Hassan Guyo managed the evaluation at the Embassy of Sweden in Ethiopia.

## *Acknowledgements*

The evaluation team would like to thank all those who participated in the evaluation, particularly the AB Secretariat and National Partners in the case countries, who were unstinting in giving of their time and insights during the review process and setting up the many interviews and meetings. This report could not have been produced without their collaboration and support.



# Executive Summary

This End-of-Term Evaluation of Afrobarometer (AB) was commissioned by the Embassy of Sweden (EoS) in Addis Ababa covering January 2023–December 2025. AB is Africa’s leading source of independent, nationally representative public-opinion data. AB operates in over 40 countries through a Ghana-based secretariat and national independent research organisations: AB’s national partners (NPs). Sweden is a foundational AB funder, having provided core funding for 25 years, and, in November 2022, Sida awarded its largest ever grant to AB – 66 million SEK (approximately US \$6 million) covering three years – supporting AB’s new 10-year strategy.

The evaluation assessed AB’s relevance, coherence, effectiveness, efficiency, and sustainability within its growing continental network. It draws on an extensive document review, and information from a total of 117 informants met in key informant interviews (KIIs) and focus group discussions (FGDs) primarily through the four in-country case studies (Ethiopia, Ghana, Mozambique, Senegal), but also online. Furthermore, a perception-based online survey (reaching 1077 with a 15,5% response rate) provided a continent-wide quantitative source of complementary evidence.

A mixed-methods approach guided the analysis, with findings presented under the six OECD-DAC criteria.

## ***What is the focus and role of AB - An introductory note***

The evaluation affirms that AB provides reliable, timely quality data on the views of African citizen’s view on democracy, governance, the economy, and society to inform development and policy decision-making via its 42-country pan-African, non-partisan survey research network. AB makes the data available for free. Through an impactful 25-year journey, AB’s recognition has grown and come to be known as a unique source of independent data that can be trusted.

The original core AB stakeholders were those who at the national level could make sense of the data (academics, some well-educated CSOs and media) and government for democracy-furthering policy uptake. AB stresses that it provides data, and that the eco-system around it turns it into development change and impact. During data collection for this evaluation nearly all respondents met had suggestions on how to ensure a much broader reach: much wider dissemination for a broader group of audiences. This included systematic capacity building of CSOs and media; ensuring that no academic is unaware of the rich high quality data; and that Africa’s future, the youth, are especially targeted along with communities learning from the data via well-prepared community media broadcasts.

This was never AB's intention. But according to the stakeholders met in the evaluation, it is desirable that its powerful data be used even more intensely.

### ***Evaluative conclusions – Relevance and Coherence***

AB is highly relevant in the current African context and widely recognised as the continent's most credible source of independent, citizen-based public-opinion data. Its scale, methodological rigour, and cross-country comparability give AB unique value for policymaking, advocacy, journalism, and public debate. The survey design remains coherent and responsive to emerging priorities, enabling tracking of democratic trends, governance, service delivery, climate concerns, and gender based violence and sexual and reproductive health and rights issues. All of these are central in a context of shrinking civic space. AB's reputation for independence, transparency, and quality sustains high stakeholder trust.

Alignment with Sweden's Regional Africa Strategy is strong, notably on democracy, rights, gender equality, and evidence-based governance. The Theory of Change underlying the work of AB remains sound but would benefit from more differentiated pathways by audience type. AB's continued relevance will depend on expanded dissemination of its data (including local-language products), improved timeliness across Survey Rounds, deeper engagement with the African Union (AU), and stronger inclusion of marginalised groups.

### ***Evaluative Conclusions – Effectiveness***

AB's data and analysis are used far beyond what formal systems track, including by governments, parliaments, UN agencies, academia, media, and CSOs. Even in restrictive states, leaders seek AB briefings and documentation because the methods are transparent and difficult to discredit. Across its five strategic pillars - Gather, Analyse, Inform, Build, Thrive - AB largely achieves its objectives, although timeliness and outreach vary as is outlined below.

**Gather** - AB completed Round 10 in nearly all targeted countries, adapting to insecurity while maintaining core methodological standards. Demand for data continues to grow. Timeliness in conducting and concluding the surveys improved in several contexts but remains uneven. Face-to-face surveys remain essential; hybrid/phone approaches are used judiciously to protect representativeness.

**Analyse** - AB's analysis is widely viewed as credible and uniquely African. Targets for usage, requests, and citations have significantly exceeded expectations during the past years. Comparative, time-series insights on governance, economy, climate, and gender issues are especially valued. Stakeholders appreciate clearer metadata and local-language interviewing and call for more visual guidance and accessible outputs. Issue-focused analytics and ready-to-use products have strengthened uptake.

**Inform** - far exceeded dissemination targets and visibility continues to grow. Nonetheless, communication remains too urban and elite-focused in several regions,

and long or late publications reduce policy impact. National Partner's dissemination requirements help but are locally found to be insufficient where local stakeholders ask for much more outreach. While not an AB classic role, there is a local demand for its data.

**Build** - AB's capacity-building activities—summer school, CSO/journalist workshops, university outreach, online modules—are highly valued and have generally exceeded output targets. At the same time, gaps remain in youth/women researcher reach, francophone coverage, and advanced, practice-based ethics training for handling complex real-world dilemmas in the field. The gradual shift toward more structured multi-year capacity-building tracks is appropriate.

**Thrive** - Donor retention is strong, but core funding targets were not fully met. AB is implementing a resilience strategy including diversified grants, a Resiliency Fund, and plans for an Endowment Fund. Strategic partnerships with African Union bodies, CSOs, and universities are progressing, though AU engagement is insufficient for maximising policy uptake. Institutional capacity is strong: staff performance, professional development, and governance reforms have improved, while the NP rebidding system strengthens accountability but increases administrative demand on AB structures.

***Crosscutting: Monitoring, Evaluation and Learning (MEL) and Theory of Change***

- AB's MEL system is robust and continually improving. A more granular, actor-specific Theory of Change would strengthen outcome tracking and clarity, enabling use of tools like Outcome Harvesting and Contribution Analysis.

***Evaluative Conclusions - Efficiency and Sustainability***

AB uses resources efficiently and transparently. Annual planning and reporting across donors create structure and reliability, and AB is regarded as technically strong and administratively competent. Financial and procurement systems are well defined, and about 70 percent of the budget is used for survey work. Competitive tendering, audits, and performance-based contracting safeguard value for money.

Cost-reduction measures—reduced travel, in-house production, online monitoring, training, and dissemination—have created efficiencies, though face-to-face data collection remains inherently costly and vulnerable to inflation. Network expansion strengthens reach but increases operational complexity and donor coordination burdens including handling donor-specific reporting requirements. Donor harmonisation remains imperfect despite AB and EoS efforts.

Sustainability is reinforced by credible progress toward financial resilience: the Resiliency Fund, planned Endowment Fund, strengthened governance and Board and International Advisory Board engagement, and new private-sector strategies. Diversifying beyond traditional donors is essential but politically sensitive. Maintaining independence amid growing state pressure is a critical sustainability challenge. AB has responded by clarifying collaboration boundaries and protecting

methodological autonomy. Strong National Partner vetting and capacity-building remain essential to sustaining quality.

Continued growth in demand - across academia, media, CSOs, multilateral bodies, and selected governments - confirms AB's continental value. Long-term sustainability will depend on expanded dissemination beyond capitals, improved accessibility, a stronger AU presence, and a diversified financing base.

### *Summary recommendations to the EoS*

- Extend current core funding at same level for the coming 10 years to provide space for the ambitious AB effort to build its Resilience Fund and Endowment Fund.
- Continue the ongoing EoS efforts for other donors to agree on core basket funding.

### *Summary recommendations to AB*

#### **Organisation and partnership strengthening:**

1. Develop a more granular, actor-differentiated Theory of Change.
2. Improve data management practices.
3. Ensure AB senior full time in-person presence in the African Union.

#### **Advancing the five strategic outcome areas:**

4. **AB should deepen gender-responsive and inclusive research.**
5. Ensure inclusion of marginalised groups (persons with disabilities, LGBTQ+ people, other) through context-relevant questions.
6. Use research findings in policy dialogue to hold partners accountable for concrete progress on gender equality.
7. **Gather – National censorship risks:** firmly uphold safeguards against national attempts at censorship or control.
8. **Phone versus Face-to-Face interviews:** There is no doubt that the 'AB gold standard' face-to-face method is considered the most effective. The evaluation's detailed recommendations on this issue present a way forward.
9. **Analyse – Deepen sector-specific and subnational analysis.**
  - Enhance methodological transparency and analytical tools.
  - Strengthen collaboration with academic and research institutions.
10. **Inform – Effective dissemination is at the core of AB's work and raison d'être:**
  - Firm up a communication strategy.
  - Prioritise timely, shorter, and more visual products.
  - Continue to strengthen communication capacity among National Partners.
  - Strengthen targeted engagement with governments, media, and CSOs.
  - Explicitly leverage AB's unique ability to make social norms visible.
  - Localise and diversify dissemination channels. Consider ways of working through national evidence intermediaries.

11. **Build (capacity)** – Those who have had access to capacity building activities conducted by AB are satisfied and recognise capacity-building training an essential part of AB’s work (including training of trainers and the development and application of training content). Recommendations are:

- Internal capacity building and systematic onboarding process of new National Partners.
- Continue to further expand the recent, good Capacity Building Strategy.
- Prioritise high-impact, scalable training formats.
- Expand online and low-cost learning pathways.
- Strengthen field-level methodological and ethical training.
- Broaden outreach to under-served groups through targeted programmes.

12. **Thrive** – ‘**Organisation and partnership strengthening**’.

The evaluation team encountered very professional and productive staff at AB. It also witnessed the considerable pressure under which the staff is working. Consequently (and for obvious reasons, including staff retention) continuous attention for their wellbeing should be at the core of AB’s personnel management.

# 1 Introduction

## 1.1 BACKGROUND AND CONTEXT

The evaluation's object is Afrobarometer (hereafter AB) and its scope is the AB network – including its core National Partners (NPs) and support units – covering the period January 2023 to date<sup>1</sup>. During the inception phase the evaluation team has finalised the geographical scope of the evaluation in collaboration with AB and the Embassy of Sweden in Addis Ababa, guided by the need to respond to their priorities for the evaluation analysis, as we outline below.

In terms of the evaluation's analytical scope, several key issues have been flagged by AB and Embassy of Sweden in Addis Ababa (hereafter also indicated as EoS) as priority areas requiring careful investigation. See the evaluation Terms of Reference (ToR) provided in Annex 1.

### 1.1.1 The Evaluation Context and Purpose

#### *The Context of the evaluation*

Across Africa, democratic institutions, governance systems, and civic spaces remain diverse and in flux. Many countries have seen gains in political participation and accountability, yet these often coexist with fragile institutions, limited resources, and uneven service delivery. Citizens are increasingly demanding transparency and better governance, driven by a young, connected population whose aspirations are shaped by urbanisation, digital access, and exposure to global ideas. Social and cultural diversity enriches public life, but can also make consensus-building complex, particularly in contexts marked by inequality and competing priorities<sup>2</sup>.

It is in this dynamic landscape – marked by rapid change, persistent inequalities, and competing narratives – which creates both opportunities and challenges for generating and using reliable public opinion data that AB works. In such an environment its role is vital: providing trusted, independent evidence of citizens' priorities and concerns, and ensuring that their voices inform policies and decisions. Its work depends on

---

<sup>1</sup> Note that some of the assessed data sets, such as the Meltwater data and Google Scholar do not contain data for the full year of 2025. Details on this can be reviewed in annex 7 and 8.

<sup>2</sup> Various Afrobarometer sources including this: [https://www.afrobarometer.org/wp-content/uploads/2025/08/PP95-Digital-divide-in-Africa-closing-but-participation-in-digitalised-economy-still-uneven-Afrobarometer-23aug25.pdf?utm\\_source=chatgpt.com](https://www.afrobarometer.org/wp-content/uploads/2025/08/PP95-Digital-divide-in-Africa-closing-but-participation-in-digitalised-economy-still-uneven-Afrobarometer-23aug25.pdf?utm_source=chatgpt.com)

navigating varied political climates, building trust across diverse actors, and ensuring that citizen perspectives remain central in shaping the development path of African Countries.

### ***The Embassy of Sweden is a foundational AB supporter***

The Swedish International Development Agency (Sida) represented by its Embassy in Addis Ababa, responsible for Sida's Africa-wide regional programming, has been a foundational and continued core-funder and supporter of AB since its beginning in 1999 amid a broad range of other diversified supporters. Initially the consistent Swedish funding was channelled through agreements with the Centre for Democratic Development in Ghana (CDD)<sup>3</sup>, under which AB operated before becoming independent in 2019<sup>4</sup>. In response to the outcome of a 2018 Sida-commissioned Mid-Term Evaluation, Sida in November 2022 awarded its largest ever grant to AB – 66 million SEK (approximately US \$6 million) covering three years – supporting the network's new 10-year strategy<sup>5</sup>. In 2025 where AB's funding scenario has been impacted by the change in US funding availability, Sida's funding of AB has represented 33% of the total external funding. The evaluation team is not aware of the foreseen funding for 2026, but a conservative estimate is that Sida-funding will represent 16% that year.

### ***Sida's Current Funding Phase<sup>6</sup>***

AB submitted a funding proposal on 29 July 2022 requesting 160 M SEK for the 2023–2027 period. A revised proposal followed on 17 August 2022. Sida committed 66 M SEK in total, of which 56 M SEK has been disbursed to date with the following breakdown: 2022: 20 M SEK; 2024: 22 M SEK; and 2025: 14 M SEK. The funding covers core, non-earmarked support under a hybrid core/project modality.

EoS stresses<sup>7</sup> that the funding provided to AB is non-earmarked and contributes to all AB's work streams including staffing and administration. AB's present *grant activity period* with the EoS is from 1 Jan 2023 – 31st Dec 2025. The *agreement period* is however, from 10 December 2022 – 30 June 2026, this to allow time for production of a consolidated narrative report, as well as financial and audit reports to be submitted to the Embassy. The work during this period focuses on Rounds 10, 11 and part of 12 of

---

<sup>3</sup> <https://cddgh.org/>

<sup>4</sup> [afrobarometer.org](https://afrobarometer.org/); [Sida.se](https://sida.se); OpenAid (OpenAid is part of a longstanding international effort to enhance transparency with regard to international development cooperation and to introduce common standards for transparency through a global commitment to transparency).

<sup>5</sup> [cdn.sida.se](https://cdn.sida.se)

<sup>6</sup> OpenAid Sweden (SE-0-SE-6-16094); <https://openaid.se/en/contributions/SE-0-SE-6-16094>

<sup>7</sup> This presentation is based on an email exchange between the evaluators and the EoS.



AB's surveys<sup>8</sup> (see Section 2 for details about AB's work). More specifically the period includes:

- field surveys in at least 40 African countries;
- development of a credible phone survey methodology;
- implementation of essential capacity-building programmes;
- to develop, sustain and expand AB's analytic and signature products;
- widely disseminate survey results with a focus on expanding audiences, uptake;
- continue and deepen outreach to the African Union and its allied bodies, sub-regional economic communities, as well as universities; and
- collaborate with the media and identifiable civil society and advocacy groups, notably women, youth and minority groups to extend reach and impact.

The Embassy stresses that it is against these goals that they review AB and debate its performance. AB's annual reports provide the diagnostics of the results achieved<sup>9</sup>.

### 1.2 PURPOSE AND FOCUS OF THE EVALUATION

**The purpose** of this formative End-of-Term Evaluation of AB's regional program 2023-2025 is to assess the continued relevance of the intervention, and the progress made towards achieving the planned objectives, document critical lessons, and provide an opportunity to make modifications to ensure the achievement of these objectives.

Beyond the five central evaluation questions, the ToR highlights the following key issues as important in this evaluation:

- Would phone-surveys be cost-effective for rapid response to emerging policy issues?
- Does AB's communication programme succeed in reaching new audiences, engaging new stakeholders, increasing visibility and use of the data?
  - Which investments were most effective?
  - What are the best ways to driving further use of the data, especially among African governments and policy actors?
- In AB's capacity-building efforts, which activities have been most/least effective, and have they met partner and network needs?
- Has the recently implemented policy for partner recruitment worked?
  - Which are the impacts on survey management, institutional strengthening, capacity-building programmes, AB's reputation, and other elements of AB?

---

<sup>8</sup> Afrobarometer is a pan-African, non-partisan survey research network that conducts nationally representative public-opinion surveys on democracy, governance, and societal issues. Its repeated rounds provide comparable, high-quality data across countries and over time.

<sup>9</sup> The AB main deliverables to Sida are (i) Annual budgets and work plans - AB submits these documents to Sida every year for approval. So once the budgets and work plans are approved by the AB board, they are submitted to Sida by 31 December every year. (ii) Annual reports - AB's auditors vet the narrative report to understand the effectiveness of expenditures. The final audited accounts therefore incorporate the narrative report. The auditors furthermore submit additionally agreed upon information to Sida on compliance of procedures.



- Any policy or process improvement needed?
  - Any recommendations in terms of Core Partner recruitment?
- A consistent forward-looking analysis on whether key changes in the surrounding landscape merit AB's adjustments to ensure sustainability?

The above areas have been analysed and presented in section 3, Findings.

### 1.3 EARLIER EVALUATION - STATUS

The present evaluation covers the past three years – January 2023 till now. Leading up to this period, Sida commissioned a formative evaluation of the Afro-barometer regional program for the period 2018-2022 specifically to provide the regional team at the Embassy of Sweden in Addis Ababa and AB with a solid input for the preparation and design of the next phase (2023-2025) of Swedish support to the organisation<sup>10</sup>.

This Mid-Term Evaluation was conducted between July and October 2021 by a NIRAS evaluation team. The evaluation served a dual purpose: as a mid-line assessment of progress made towards achieving planned results in AB's programme, it highlighted what worked well and not so well in terms of the programme's relevance, effectiveness, efficiency and sustainability; and looking forward, the analysis informed strengthened programming for the remainder of the ongoing phase, as well as recommending strategic directions for the next programming cycle.

According to the 2021 evaluation, AB had been in a 'crisis-recovery mode' at the time and largely succeeded in consolidating the Network as an institution. The evaluation recommended ways forward<sup>11</sup>. It provided:

- Programmatic Recommendations: Enhancing Strategic Thinking;
- Short-Term Recommendations: Strengthening Synergies and Existing Strategies;
- Medium-term recommendations: Going the final mile.

The evaluation's recommendations have been systematically followed-up by AB and documented in its detailed 'Actions tracker'<sup>12</sup> which was updated in September 2025. The detailed comments share the status of each sub-recommendation<sup>13</sup>.

---

<sup>10</sup> Mid-Term Evaluation of Afrobarometer's regional program 2018-2022. Consultancy firm: NIRAS Sweden AB. November 2021

<sup>11</sup> Please find the recommendations from the 2021 evaluation in Annex 2

<sup>12</sup> Actions tracker – Sida Formative Evaluation (internal AB document).

<sup>13</sup> As always with evaluation recommendations, a number of these were already under realisation, a few had already been completed, some are taken up for further action and some rejected, which has been thoroughly argued, explaining why the AB history would make some recommendations inappropriate or simply not financially viable. This was the case for only five out of the 38 sub-recommendations. At the time of this evaluation, all recommendations that were not rejected, were for the most part completed, with implementation of some still ongoing (five out of 38), all these representing longer-term developments in the resource mobilisation process.

Among the significant results emerging from AB's development process that the 2021 evaluation was a part of, are:

- The 10-year strategic plan 2022-2032;
- A detailed Results-Based Management framework linked to the strategy;
- Regular review of National Partners (NPs) against a set of strengthened criteria;
- Capacity building needs assessments conducted 2022;
- Strengthening of the communication unit; review and strengthen the AB brand book.
- Expanded pre-existing programme of non-financial incentives for NPs;
- Further strengthening AB impact stories to be presented on the then new website;
- Strengthening the AB youth activities including youth publications on the AB website.

When presenting our findings in section 3, all of the above implemented recommendations make up important components in our findings in the present evaluation: The 10-year strategic plan 2022-2032 and the RBM framework linked to it have guided our assessment of results; the implementation of the new Partner Procurement Plan is presented and discussed; the capacity building needs assessment and the results as well as the strengthening of the communication unit; visibility around the non-financial incentives for NPs<sup>14</sup>; Important strengthening of AB impact stories to be presented on the website; and increased focus on youth activities.

### 1.4 AB STAKEHOLDERS

By nature, AB has a vast variety of stakeholders representing the many different actors needed when collecting, analysing and dissemination its surveys.<sup>15</sup> AB's stakeholders include anyone who has an interest in, is affected by, or can influence the organisation's work. That includes *Internal stakeholders* – staff, Board, Core Partners, National Partners and *External stakeholders* – governments, civil society, media, policymakers, academia, and donors<sup>16</sup>.

---

<sup>14</sup> Including Professional credibility & prestige; Capacity strengthening; Increased visibility & networking; Access to data & knowledge assets; Early access to microdata; Influence in national policy discussions; Publications & academic benefit.

<sup>15</sup> Afrobarometer is a pan-African, non-partisan survey research network that conducts nationally representative public-opinion surveys on democracy, governance, and societal issues. Its repeated rounds provide comparable, high-quality data across countries and over time.

<sup>16</sup> Please refer to section 1.3 in the Inception Report, Annex 8.

**Table 1 Overview of AB Stakeholder Groups**

AB Stakeholder Groups		Function/Role
Internal stake-holders	Governance & Oversight	Board of Directors, International Advisory Council
	Implementing Partners	National Partners, Core Partners, Support Units conducting research and surveys
External stakeholders	Data Users & Policy Actors	Governments, Political Parties, CSOs, media, academia, regional/international agencies, private sector ('free riders' using data without contributing so far)
	Strategic & Think Tank Partners	Institutions using data for indices, analysis, or advocacy, academia
	Funding Partners	AB's funding partners are important stakeholders providing the financial resources that make AB's work possible

Together, these stakeholders form a collaborative ecosystem (from data generation to strategic action) ensuring that AB remains a trusted, independent voice for citizens across Africa – with 'governance and oversight' providing the strong overall enabling environment securing the all-important accountability and transparency.

Stakeholder categories in the national AB stakeholder maps<sup>17</sup> vary but usually include the above-mentioned stakeholder groups.

## 1.5 EVALUATION APPROACH AND METHODOLOGY

**The evaluation was guided by five evaluation questions (EQs)** as stated in the Terms of Reference, related to the OECD-DAC evaluation criteria of relevance and coherence, effectiveness, efficiency and sustainability. These main evaluation questions together with sub-questions and indicators are contained in the evaluation matrix in the inception report of the evaluation (see Annex 8). They have been applied as one of the structuring principles in Section 3 Findings.

**A mixed-methods approach has been employed.** In our analysis, we have assessed emerging results, linking whether and how AB's activities and outputs have contributed to (societal and political) change processes that were formulated as goals of the organisation. Towards this end we have used an extensive desk review, Key Informant Interviews (KIIs), Focus Group Discussions (FGDs), and National Partner workshops

<sup>17</sup> Which naturally do not include the AB's own governance and oversight level

during which AB's Theory of Change were discussed. These workshops were held at the start of the in-country work periods in Ethiopia, Ghana, Mozambique and Senegal.

**A perception-based survey<sup>18</sup> was carried out** to shed light on key stakeholders' views, opinions, and perceptions concerning their experience with AB and its operations, as well as to generate a supplementary source of evidence at the continental level that can facilitate the evaluation's analysis of AB's operations in relation to its efficiency, effectiveness, sustainability and relevance<sup>19</sup>. The design of the survey has to a large extent been based on deductive reasoning. The project's intervention logic and the evaluation's ToR have been used as frameworks for the designed questions. The survey reached more than 1000 respondents available in the AB stakeholder maps and capacity building documentation. With a response rate of 15%, it is a valuable quantitative, continental reference in this evaluation.

**Meltwater and Google Scholar data was used in** our outreach analysis<sup>20</sup> to estimate part of AB's outreach across different countries, news outlets, and to measure how engagement evolved over time.

**The evaluation applied a participatory and utility-focused approach** by having a continuous open and transparent dialogue between the evaluators, the EoS and AB. Regular meetings were held throughout the evaluation process. A debriefing session was held at the end of each country work process.

### *Country case studies*

With AB's operations spanning 42 countries, the evaluation team applied purposive sampling in order to select four case study countries that best illustrate the continent's diversity (see Section 3.2.4 of the annexed inception report. The case study countries were Ethiopia, Ghana, Mozambique and Senegal (see more in section 1.6). During the in-country work, the evaluation team ensured participation by relevant AB entities representing the wide variety of key stakeholders as recommended in the ToR. The stakeholders were selected by means of purposive sampling which resulted in giving different categories of stakeholders a voice and helped to triangulate findings from other data sources. The survey was formulated in an inter-active process between the evaluators and the AB Secretariat' above where you provide information on the survey.

In order to conduct a gender-responsive evaluation, the evaluation team ensured a gender-balanced representation of stakeholder groups in the evaluation process. It was also aimed to 'control' for invited participants in focus group discussions (FGDs). However, the reality in some of the case countries meant that the leaders of stakeholder organisations met were mainly men which limited obtaining the intended gender

---

<sup>18</sup> See annex 6.

<sup>19</sup> Annex 6 provides the analysis of the survey results.

<sup>20</sup> The outreach analysis is presented in Annex 7.

balance. The evaluation team considers this ‘male dominance’ as an aspect of the reality in which AB engages which stakeholders.

In addition, the evaluation team has ensured in all interviews and focus group conversations to include explicit questions related to gender equality issues, outcomes, and normative values, including discussions on how AB promotes (or not) a gender transformative approach.

## 1.6 THE EVALUATION PROCESS

During the inception phase, the methodology and criteria for selecting interviewees and data collection tools were further elaborated with participation by the EoS and AB. Data collection tools included interview guides, topic lists for focus group discussions, a format for a ‘contribution-focused workshop’ with AB’s National Partners in each of the case study countries as well as the questionnaire for the continent-wide survey (in Annex 6).

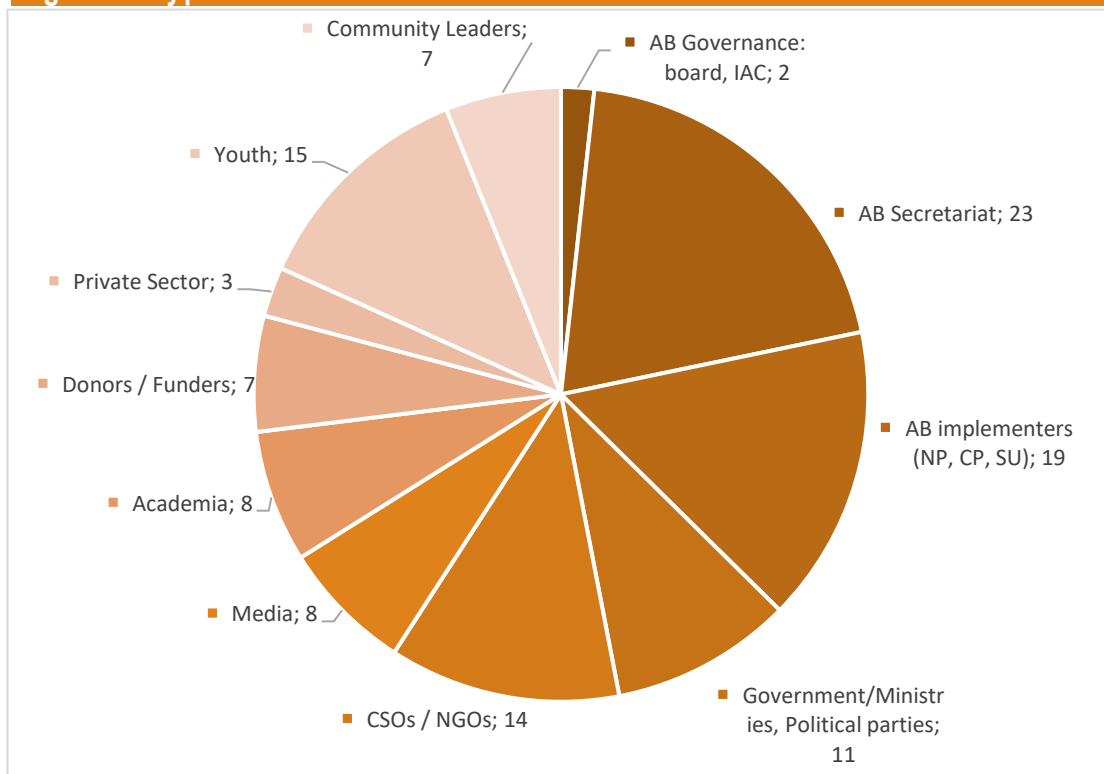
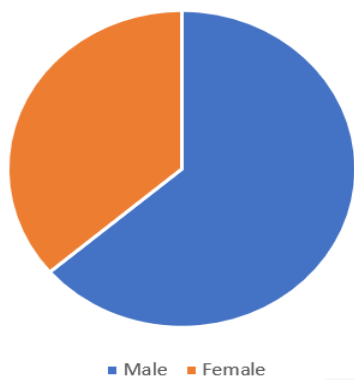
The evaluation team has reviewed an extensive range of documents (project documents, strategies, reviews, reports, studies, training assessments, monitoring and evaluation documentation, etc. (see Annex 5<sup>21</sup>). The information from written sources has been triangulated with the quantitative and qualitative information obtained by the other data collection tools.

**The in-country work took place October 13 to 25, 2025** and was carried out in Ethiopia, Ghana, Mozambique and Senegal with week-long work periods in each. Stakeholders unable to meet the team in person and those from outside of the capital cities, were interviewed online. An overview of the number of each category of stakeholders met in each of the countries is available in Annex 3.

The total number of stakeholders met in the four countries and online were 117 and the distribution among AB stakeholder groups met is represented by the below pie-chart. Whereas meetings with community groups and private sector did not materialise in some countries, they did in others.

---

<sup>21</sup> Background documentation listed in Annex 5 includes: Afrobarometer (AB) organisational documents; EoS documentation for providing ‘core, non-earmarked support’; Workplans; MEL related documentation; AB Stakeholder maps; Management and oversight; Earlier Evaluations; Relevant Swedish Development Strategies; Annual Review Meetings between EoS and AB; AB Annual Narrative and Financial Report; Budget related documentation; Sample Sub-Grant Agreements; Media Coverage Reports; Reporting on AB Policy Visibility and Impact; Flagship Reports

**Figure 1 Type and number of stakeholders met in the four case countries****Figure 2 Interviewees distribution of gender**

As mentioned above: a balanced gender representation was intended but did not materialise due to the gender composition of significant functions among stakeholders in some of the countries, resulting in 72 male and 41 women interviewed.

Six focus group discussions were undertaken, two of these were conducted online partly with the AB Secretariat, a group of youths and partly with a range of private sector companies. Furthermore, interviews were carried out with the EoS, AB Secretariat, with a CP and with four NPs. The categories of interviewees were purposefully selected, and figure 1 presents an overview of type and stakeholders met. A more detailed overview can be found in Annex 3.

### ***1.6.1 In-country work – a brief description***

As outlined with detail in the inception report (Annex 8) four countries were identified for the in-country deep-dives for this evaluation: Ethiopia, Ghana, Mozambique and Senegal. They represented the diversity of the 42 AB member countries in terms of geography, historical affiliation and language, and in terms of engagement with and within the network of AB member countries. Our in-country work has reconfirmed the richness of the diversity, which – together with the continent-wide survey (Annex 6) -

has informed the findings presented in section 3. In Annex 3 you will find an overview of the stakeholders met and a brief presentation of the work periods in each of the four in-country work periods.

## 1.7 LIMITATIONS

Several limitations that could affect the evaluation were identified during the inception phase.<sup>22</sup> Due to the active mitigation efforts undertaken, the evaluation team finds that most have been overcome and that the report presents a quality response to the ToR.

- ***Data Availability and Quality*** – Due to intense efforts rendered both by some of the NPs in the case-countries, through support from the AB Secretariat and not least by the evaluation team members, we were able to meet the well balanced and representative set of stakeholders during our in-country work periods represented above. People not available during our missions, were met online.
- ***For the survey and when working with media monitoring services*** like Meltwater, the data provided was inconsistently formatted – especially the stakeholder maps made available by the AB Secretariat to the evaluation team. It required a lot of work to untangle the maps for the survey target group (see more under ‘effectiveness’ below).
- ***Availability of people for interviews and meetings*** – Organising evaluation meetings for KIIs and FGDs requires the active dialogue with and support from the entity being evaluated, locally. The evaluation team received this support in Ethiopia and Senegal, but not in Mozambique and Ghana<sup>23</sup>. This made the preparation - spilling into the data collection phase - unexpectedly pressured. Once the meetings were set up, they usually took place. Under these conditions the team is grateful having managed to undertake a full and balanced evaluation (see the overviews in 1.6 above).
- ***Managing expectations*** – we expect that the absence of diverging expectations as to evaluation focus and process is at least partly due to the evaluation’s intense use of a utilisation focus involving ongoing dialogue between the evaluators and the evaluation steering group (ESG) before our in-country work period. At the same time, all met have been very forthcoming and flexible – ensuring good work processes. The evaluation team appreciates this warmly.

<sup>22</sup> The inception report is Annex 8 of this report. Limitations are presented in section 5.

<sup>23</sup> In Ghana only one meeting was set up by AB, none by CDD. Similarly, an initial positive readiness in Mozambique did not materialize in support to organising the needed meetings for KIIs and FGDs.

- ***Budget for site visits*** – the selection of sites was carried out mindful that funds (consultant days and travel costs) needed to match plans and priorities. Selected proposed field work visits agreed with the ESG were realised as planned to the satisfaction by all, despite some process challenges. See final, firmed up in-country plans as implemented in Annex 5.
- ***The concepts of attribution and contribution*** – are central methodological issues in all evaluations as it can be difficult - if not be impossible - to demonstrate a clear causal link between the Sida financially supported AB and its partner's contribution to changes in policy, strategy, behaviour and public service. Attribution has therefore been left out of the evaluation's work. Rather, we have worked to identify ways in which it would be possible to document AB-contribution to positive change.



## 2 The Evaluated Intervention

### 2.1 AB – THE ORGANISATION AND PROGRAMME

Driven by a vision of policy making in which ordinary Africans have a voice, professors Michael Bratton, Robert Mattes, and E. Gyimah-Boadi merged three independent survey research projects to form AB in 1999. These research projects were implemented by Michigan State University, Institute for Democratic Alternatives in South Africa, and the Center for Democratic Development (CDD-Ghana). 25 years later the three organisations still make up the AB Support Units, offering specialised methodological, technical, and capacity-building support to the network.

Being a pan-African, non-partisan survey research initiative, established to ensure that African citizens' voices are heard on key issues of democracy, governance, and development, AB's vision today remains: *"A world in which Africa's development is anchored in the realities and aspirations of its people."* AB strives to make citizen voice a key pillar of Africa policy and decision-making (mission) through producing high quality survey data and analysis; widely disseminated; and built on capacity for survey research, analysis and communication on the continent<sup>24</sup>.

AB is grounded in the principle of fostering *"African solutions to African problems,"* it promotes evidence-based policymaking rooted in systematic insights into people's priorities and everyday experiences with state, market, and civil society actors.

Over the past 25 years, AB has cultivated a wide-reaching network of social scientists and civic actors. Through this network, it has consistently generated independent, citizen-driven data to inform public debate and policy decisions – both within African societies and among international partners including donors, investors, and researchers.

To meet these goals AB has built its work around the recent strategic plan's<sup>25</sup> five focused outcome areas, namely:

1. Gather - African public opinion data are high-quality, relevant, timely, and accessible;
2. Analyse - State-of-the-art research and analysis inform public policy formation;

---

<sup>24</sup> Afrobarometer Strategic Plan 2022-2032

<sup>25</sup> <https://www.afrobarometer.org/wp-content/uploads/2022/11/AB-strategy-BOARD-APPROVED-2022-final.pdf>

3. Inform - AB's profile raised, its audiences understood, their needs met;
4. Build - Capacity built in survey research and data analysis across Africa;
5. Thrive - Strong and sustainable network organisation led by, for, and with Africans.

Since its launch in 1999, AB has conducted 10 Rounds of Surveys among African citizens in a growing number of participating countries. In 2025, 42 African countries<sup>26</sup> took part. Together the surveys lay a strong foundation for understanding trends in public opinion and for incorporating popular preferences into policy processes.

AB's findings have been widely shared with policy actors, civil society, and media audiences across Africa and internationally – through over 1,000 publications, a dynamic website, and an active social media presence. Its data have featured in parliamentary debates, cabinet meetings, media commentaries, and public discussions, helping reshape policy narratives by centring the voices and views of ordinary Africans. Upholding rigorous methodological standards, AB has become a trusted source of public opinion data and a growing pillar of democratic accountability on the continent.

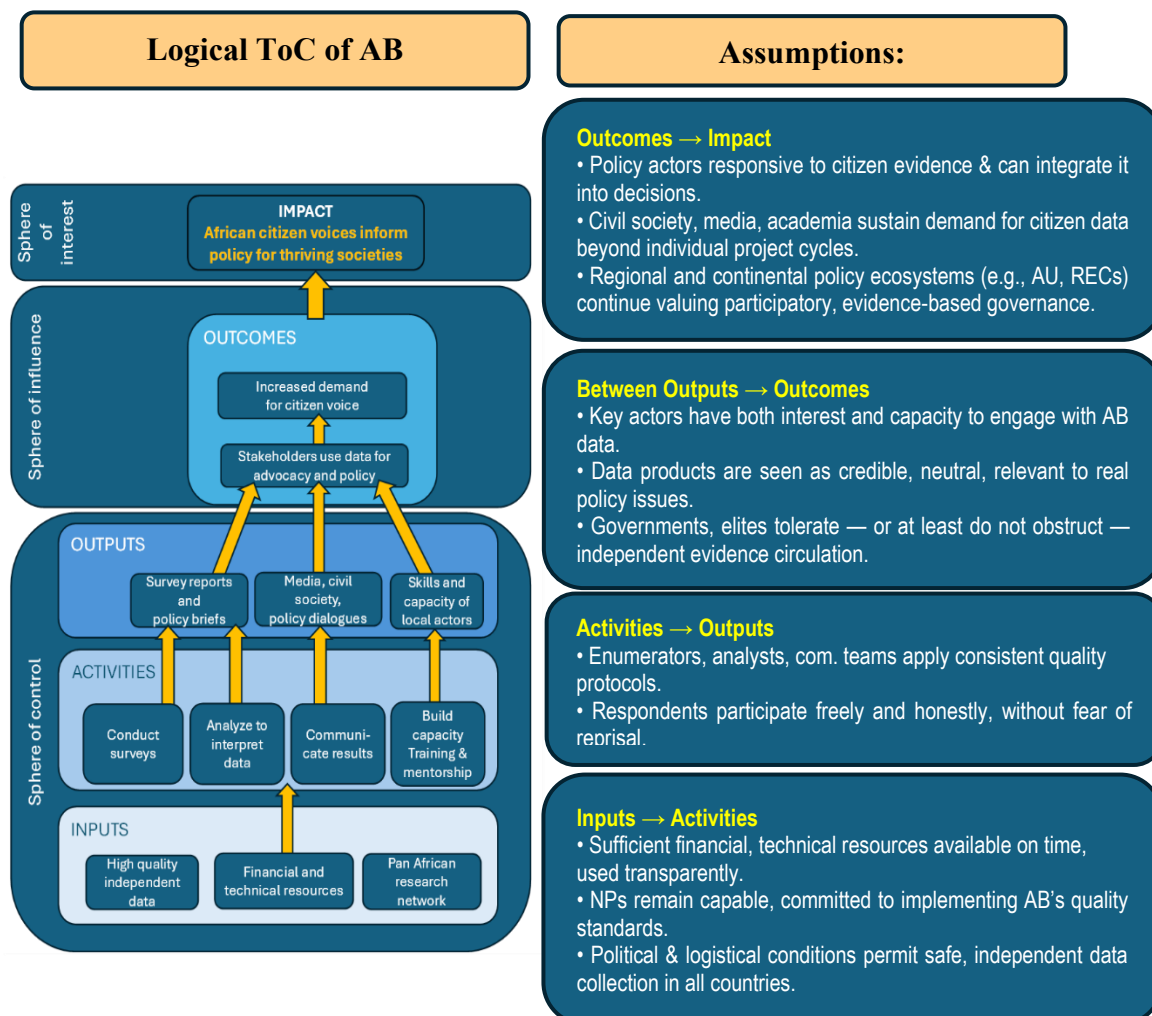
As noted in the Terms of Reference, the expansion of AB's scope highlighted the need for institutional reform. In 2018, a strategic organisational development process was initiated to meet rising technical and operational demands. Key milestones have included the adoption of a ten-year strategic vision, formal legal incorporation and trademark protection, the establishment of a permanent headquarters in Accra, Ghana, and the creation of a governance structure with a Board of Directors and International Advisory Council as reflected in the below organisational structure. A new staffing model was also implemented to clarify roles, boost performance, and enhance impact. Figure 3 below provides an insight in AB's organisational structure which is discussed in section 2.2.

The evaluation team has elaborated AB's Theory of Change (ToC) from its brief narrative presentation in AB's 10-year Strategic Plan 2023-2032 into a model which also includes assumptions and drivers of change<sup>27</sup>. This ToC is presented in Figure 3 below and was discussed and validated in the workshops with AB and with AB's National Partners.

---

<sup>26</sup> Kindly see the full overview of participating countries by round and by year in Annex 4.

Figure 3 AB's ToC



### Drivers of Change:

*forces, incentives, and relationships - the levers that can push AB forward, on which AB can nurture.*

- **Credibility and trust** – AB's reputation as a methodologically rigorous, independent source of citizen data builds legitimacy across governments, donors, and civil society.
- **Partnership ecosystem** – Strong networks of National Partners, media, CSOs, and universities multiply AB's influence and local ownership.
- **Visibility and accessibility** – Open data platforms, social media, and targeted dissemination ensure that evidence reaches those who can act on it.
- **Capacity and empowerment** – Training and mentorship enable journalists, CSOs, and policymakers to interpret and apply AB data effectively.
- **Policy alignment and timing** – Data and reports that speak directly to national priorities (e.g. elections, governance, service delivery) enhance uptake.
- **Civic engagement momentum** – Growing citizen demand for voice and accountability sustains pressure for policy responsiveness.
- **Continental and global relevance** – Engagement with AU, AGA/APSA, and global policy actors embeds AB within Africa's governance architecture.

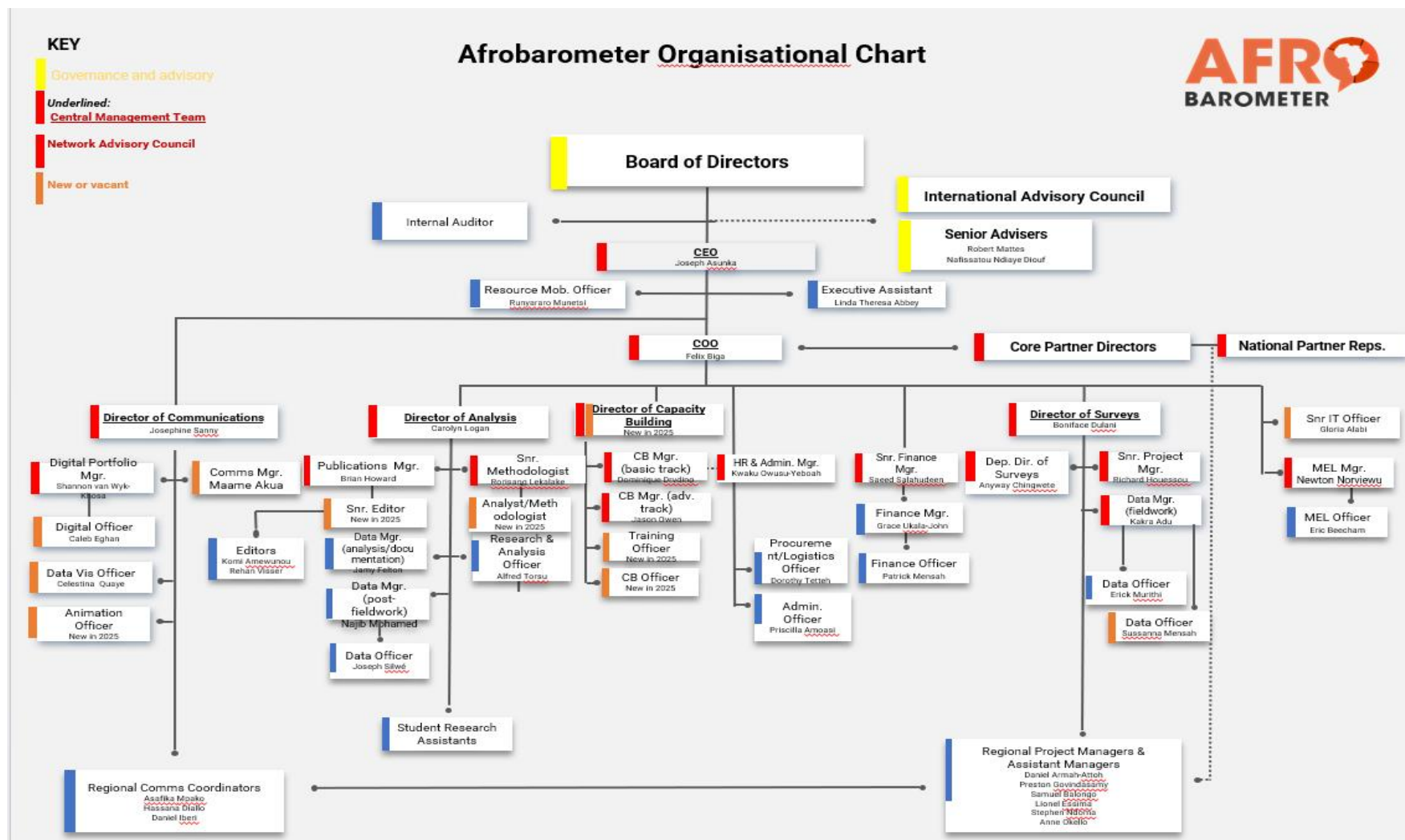
Today, AB operates through a structured network of a Secretariat, Core Partners (CPs), National Partners (NPs), and Support Units (SUs). Between 2015 and 2025, AB has been supported by bilateral, multilateral, and private donors. Country coverage expanded from 36 to 42 nations<sup>28</sup>, while analytical outputs and outreach activities grew substantially. In 2024 alone, AB recorded expenditures of USD 8.6 million – with 69% allocated to survey implementation and related activities<sup>29</sup>.

---

<sup>28</sup> See the full development by Round and year in Annex 4.

<sup>29</sup> Presented in the ToR for this assignment.

Figure 4 The Afrobarometer Organisational Chart – updated January 24 2025 (provided by the AB Secretariat)



## 2.2 THE AB OPERATION

At the core of the AB organisation, the Accra-based AB Secretariat coordinates all operations. Each of the 42 AB National Partners (NPs) are a nationally selected organisation with proven experience in carrying out surveys to gather statistical data, analysis and most often also in the presentation and dissemination of survey results. Three Core Partners (CPs) are the first points of regular contact for the NPs and they support the national entities as needs might arise – not least in a newly nominated NP. These CPs are Institute for Justice and Reconciliation (IJR), South Africa based in South Africa, Institute for Development Studies, University of Nairobi (IDS UoN) Kenya and Ghana Center for Democratic Development (CDD-Ghana), in Ghana. Splitting the Anglo- and Francophone NPs supported by Ghana into two, along language lines, was under consideration at the time of the evaluation. Support units (SUs) are found in Cape Town and Michigan and recently a third SU in Malawi. They provide technical backstopping and management support to the CPs and the Network Advisory Council.

### *AB Network Structure*

AB is coordinated by the Central Management Team (CMT) made up by the core leads within the Accra-based Secretariat. The CMT functions as the core operational and strategic leadership hub of AB. It is led by the Chief Executive Officer (CEO), and in the everyday coordinated by the Chief Operating Officer (COO). The team furthermore includes the Director of Surveys, Director of Analysis and Capacity Building, Director of Communications, Director of Finance and Administration, and other senior managers.

The AB Secretariat is responsible for day-to-day management, implementation of strategic plans, and coordination between governance bodies (Board, IAC) and the operational network (CPs, SUs, NPs). The CMT ensures the integration of strategy, research, communication, and finance, translating board-level guidance into coordinated network action. It also represents the Secretariat as the administrative and institutional anchor of the network.

Whereas the AB structure at a first glance appears overly complex with a potential to become bureaucratic and cumbersome to operate, it's deliberate construction ensures participation and equality in access and influence.

Organising the different organisational entities according to the (i) governance level; (ii) the coordination level and the (iii) operational and support level, the interconnectedness of the components becomes clear.

### **Governance Level**

- **Board of Directors** – Provides overall governance, accountability, and strategic oversight for the entire AB network. Legally responsible for AB.

- **International Advisory Council (IAC)** – Offers high-level, external strategic guidance, helping AB strengthen its global visibility, partnerships, and influence.

### Coordination Level

- **Network Advisory Council (NAC)** – Functions as the executive coordination mechanism. Provides strategic and tactical leadership between board meetings.
  - Brings together the Chief Executive Officer, Core Partner Directors, Support Unit leads, and two elected National Partner representatives.
  - Ensures coherence and alignment of activities across all levels, monitors performance, and promotes consistent communication throughout the network.

### Operational and Support Level

- **Core Partners** – Act as **regional coordinators**, responsible for:
  - Oversight and quality assurance of national surveys.
  - Supporting methodological and operational consistency.
  - Building capacity among National Partners (NPs) and ensuring regional coordination.
  - In Round 10 they still were: Ghana CDD, Kenya IDS, South Africa IJR.
- **Support Units** – Provide **specialised technical expertise**, such as:
  - Survey methodology, sampling, and data management.
  - Training, data analysis tools, and systems development.
  - Technical and institutional support to both CPs and NPs.
  - They are: Michigan State University (MSU), University of Cape Town (UCT), which have been recently joined by University of Malawi.
- **National Partners** – Serve as **country-level implementers**:
  - Conduct field surveys, ensure quality data collection, and produce national datasets.
  - Lead dissemination, communications, and stakeholder engagement in their countries.
  - Work closely with Core Partners for technical and strategic alignment.

## 3 Findings

This section presents the evaluation's findings under five of the six OECD-DAC evaluation criteria. 'Impact' did not feature in the ToR but findings regarding impact are provided where relevant. The evaluation questions unfolded in the inception report are used as an organising principle. Whereas the qualitative data collection primarily took place in-country from engagements with the 117 persons met<sup>30</sup> in KIIs and FGDs, quantitative data is derived from our continent-wide questionnaire-based survey<sup>31</sup>, which is presented and analysed in detail in Annex 6.

### What is the focus and role of AB - An introductory note to the findings section

AB provides reliable, timely quality data on the views of ordinary Africans on democracy, governance, the economy, and society to inform development and policy decision-making via its 42-country pan-African, non-partisan survey research network. AB makes the data available for free.

Through an impactful 25-year journey, AB's recognition has grown and come to be known as a unique source of independent data that can be trusted.

The original core AB stakeholders were those who at the national level could make sense of the data (academics, some well-educated CSOs and media) and government for democracy-furthering policy uptake, AB stresses that it provides data, and that the eco-system around it turns it into development change and impact.

During data collection for this evaluation nearly all met had suggestions how to ensure a much broader reach: much wider dissemination for a broader group of audiences; systematic capacity building of CSOs and media; ensuring that no academic is unaware of the rich high quality data on Africa provided by Africans and available for free; that Africa's future, the youth, are especially targeted along with (rural) communities learning from the data via well prepared community media broadcasts.

This never was AB's role and intention. But according to the stakeholders met in the evaluation, it is desirable that the powerful data be used even more intensely.

### 3.1 RELEVANCE AND COHERENCE: IS THE INTERVENTION DOING THE RIGHT THING?

*“Africans increasingly recognise that no one will “come and save” the continent so Africa must take charge of its destiny. In that context, reliable data has become*

---

<sup>30</sup> See more detail above in section 1.6 and in annex 3.

<sup>31</sup> The questionnaires were sent to 1076 AB stakeholders in the 42 participating countries. See more in Annex 7.



*a currency for decision-making. AB provides rigorously collected, comparable citizen-voice data across more than forty countries and over many Rounds, allowing decision-makers to see trends rather than anecdotes.”*

Amina Oyagbola, Chair of the Board of Directors of AB

The recently appointed AB Board Chair’s ambition is for AB to become a household name: a routine reference for ministers drafting policy, national statistical offices preparing briefs, university classrooms teaching methods, multilaterals framing strategies and, crucially, private-sector leaders planning investments.

***EQ1: To what extent do the intervention objectives and design respond to key changes in the surrounding landscape, including beneficiaries’ and targets groups’ [user groups] needs and priorities?***

Across Secretariat staff, regional actors, and national partners, a consistent picture emerges of AB as the continent’s leading source of independent, citizen-based evidence. Respondents stressed that no other organisation matches AB’s scale, methodological rigor, or comparability, noting its central role in providing policymakers, researchers, and the public with credible data on what matters most to Africans.

Stakeholders confirm that AB surveys reach many segments of society, though uptake is strongest among habitual data users—governments, media, CSOs, and academia. As several noted, governments may count infrastructure outputs (e.g. number of light poles), while AB measures actual access and lived experience of infrastructure (e.g. perceived utility of light poles), offering an essential reality check and accountability mechanism.

The Secretariat underscores its commitment to representative sampling - typically 1,200 respondents per country, balanced by gender, age, and education. Data are widely used because it can be disaggregated and grouped; although minority groups remain harder to capture within census-based designs. However, AB is beginning to introduce dedicated modules on gender and sexual minorities to better reflect social diversity.

***Respondents offered concrete examples of AB’s policy relevance:***

- In Ghana, AB evidence challenged government assumptions underpinning a proposed mobile money tax.
- In Kenya, findings pointed to how evidence-based policymaking could have averted policy missteps.
- In Ethiopia, initially sceptical media actors reported gaining trust in AB’s neutrality and technical strength after reviewing data on sensitive political symbols.

Interviewees consistently emphasised that AB fills a critical gap in the African data ecosystem. While other surveys exist, few combine rigorous face-to-face fieldwork, large-scale reach, and time-series comparability across 40+ countries. This positions

AB as an indispensable platform for tracking trends, assessing public concerns, and monitoring shifts in democratic attitudes – including rising youth support for military rule and evolving views on service delivery.

Finally, stakeholders note that although demand for AB data exceeds available resources, its growing partnerships, memoranda of understanding (MoUs), and structured engagement with policy actors reinforce its strategic coherence and credibility. AB's independence and methodological depth are widely viewed as central to ensuring that citizen voices remain a trusted guide for policymaking across Africa

### ***How Stakeholders Use AB Data***

Across interviews, policymakers, CSOs, youth groups, and media consistently described AB as a uniquely relevant, large-scale, citizen-based source of independent data in Africa. Its face-to-face surveys – including in remote rural areas – capture lived experience and public perceptions not reflected in official statistics. Many called AB a “thermometer” of public sentiment, helping anticipate social shifts such as growing youth support for military rule.

Stakeholders widely use AB data to inform policy and advocacy. In Senegal, a public youth employment agency redesigned programmes – moving from cash transfers to start-up kits – based on AB evidence. In Ethiopia, research and advocacy groups integrate AB findings into government and African Union policy debates. In Mozambique and Ghana, CSOs and media use AB's comparable, African-owned data for advocacy, policy briefs, reporting, and public education.

Youth groups stressed that AB empowers them to engage decision-makers on democracy, employment, and equality, but called for broader dissemination – via social media, grassroots forums, and local languages – to make findings more accessible beyond elites.

The Secretariat reinforces open access: all data are freely available online, with tools that allow users to conduct their own analysis and capacity-building to support interpretation. Dissemination is tailored to national contexts (e.g., rapid analyses in Madagascar), and AB is exploring integration with other datasets and the use of artificial intelligence tools to enhance access and analysis.

Overall, stakeholders view AB as a cornerstone of evidence-based democratic discourse rigorous, inclusive, and aligned with Africa's governance and development priorities.

### ***Do you find that the AB design of data collection, presentation match your data needs?***

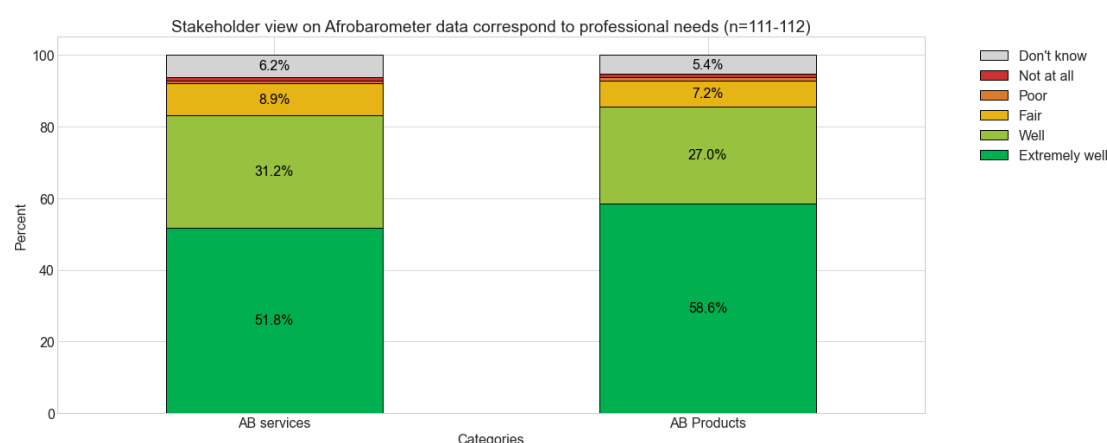
Across countries, interviewees consistently view AB data as reliable, accessible, and uniquely valuable for comparative and evidence-based work.

In Ghana, a donor organisation emphasises the breadth of indicators – spanning democracy, economy, gender, and climate – that allow cross-country comparison while

leaving room for context-specific questions that capture national realities. An Ethiopian academic highlights AB's trustworthiness and methodological rigor, noting that it provides more credible and unbiased evidence than many local or government-linked surveys. The consistency of its approach and the national representativeness of its data make it an indispensable reference for researchers and policy actors. In Senegal, a national member of a Pan African civil society organisation describes AB as "highly relevant" for advocacy, governance monitoring, and public communication. With limited means to generate their own data, CSOs rely on AB's freely available, verifiable datasets to build evidence-based arguments and enhance credibility when engaging decision-makers.

And the quantitative results from our survey<sup>32</sup> underscores our interview-based confirmation of how AB meets the data needs of their stakeholders. More than 80% of the respondents agree that AB data corresponds to their professional needs extremely well or well (see Figure 5).

**Figure 5 Stakeholder view on Afrobarometer data corresponding to professional needs**



Source: Evaluation survey

### ***Addressing Backlash Against Citizen Rights and Shrinking Civic Space***

Stakeholders regard AB as a vital counterweight to democratic backsliding and shrinking civic space, helping to “change the public discourse” through credible, comparative, African-led evidence on governance and rights. Its pan-African identity, transparent methods, and adaptive survey design underpin this legitimacy. Concerns

<sup>32</sup> The full details of the survey are provided in Annex 6.

persist around reach. A Ghanaian youth CSO notes limited civil-society involvement in dissemination of AB's data calling for stronger advocacy and broader engagement on civic platforms.

AB's relevance is reinforced by a model blending methodological rigor with contextual responsiveness. Locating the Secretariat in Accra leverages Ghana's stable civic environment; priorities are co-defined with partners to ensure relevance on governance, climate, gender-based violence, and sexual and reproductive health and rights. Gender-balanced, probability-based sampling seeks to reflect population diversity, including minorities.

Quality assurance and open access are central to AB's standing. Stakeholders value publicly available questionnaires and datasets – including SPSS files – which enable independent verification. Continuous improvements such as Global Positioning System metadata, photographic documentation, and cautious adoption of artificial intelligence tools further strengthen data quality.

Across countries, AB fills major evidence gaps, especially where official statistics are weak or non-existent. In Senegal, academics and CSOs highlight its contributions on GBV, civic engagement, and security; national-partner structures enhance contextual nuance. Civil-society actors in Mozambique underline AB's importance for rights-based advocacy even when findings challenge political interests. Media in Ghana note AB's ability to track shifts such as growing youth support for military rule.

Looking forward, a multilateral agency in Mozambique warns that AI-driven data platforms could erode AB's audience, urging stronger digital strategies and a clearer identity beyond governance. Collaboration with national statistics offices may help manage transparency and data protection – provided AB's independence is preserved.

Finally, Senegalese youth emphasise AB's credibility but call for more decentralised outreach – via youth forums, community radio, and social media – so young people “see that the data comes from them and belongs to them.”

### ***Adapting AB Data to Evolving Contexts and Priorities***

AB maintains a deliberate balance between continuity and responsiveness. Approximately 60% of each survey questionnaire remains constant across Survey Rounds to safeguard comparability, while the remaining 40% is adapted to address emerging global issues – such as outcomes of COP summits or shifts in external influence (e.g., China, Russia) – and country-specific priorities. National Partners consult domestic stakeholders to refine and add questions, ensuring contextual relevance.

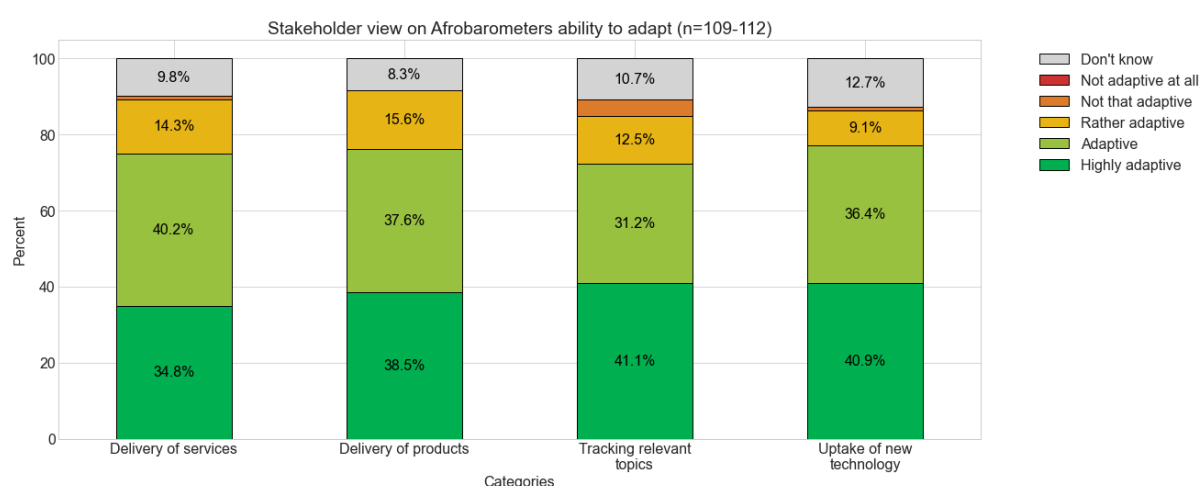
National perspectives affirm that this structure enhances both coherence and usefulness. In Ethiopia, a senior government representative recommends strengthening poverty modules by adding education as a standard measure to improve policy interpretability and align perceptions data with objective indicators. In Senegal, a CSO

forum commends AB's integration with national evidence systems, noting that its public-opinion data on governance, elections, and corruption fill critical gaps for parliament, academia, and civil society. Collaboration with National Partners is widely seen as reinforcing AB's credibility and research quality.

Independent media in Senegal describe AB as indispensable for evidence-based reporting, helping contextualise complex issues such as unemployment, poverty, and gender inequality. Its accessible dissemination – including active use of social media in francophone settings – further supports public understanding and engagement.

Overall, stakeholders view AB as thematically coherent and increasingly influential, successfully combining continental comparability with national depth to serve policymakers, civil society, and media as a trusted source of public-opinion evidence. Again, this is reinforced in the results coming from the survey<sup>33</sup>, where a consistent 75% of respondents find that AB is either highly adaptive or adaptive in its delivery of services and products, in tracking relevant topics and in uptake of new technology (see Figure 6).

**Figure 6 Stakeholder view on Afrobarometer's ability to adapt**



Source: Evaluation survey

### ***Gender Equality and women's issues in AB data***

Across countries, stakeholders consistently recognise AB for its strong gender-balanced sampling and systematic disaggregation of survey results. Each national

<sup>33</sup> For details see Annex 6.

survey includes approximately 1,200 respondents, stratified to ensure equal representation of men and women, with age and education aligned to census benchmarks. This gives AB a solid foundation for gender-sensitive analysis.

However, informants note that gender balance in sampling does not always translate into gender depth in analysis or follow-up. In Mozambique, CSOs report that gender is often treated as a crosscutting rather than a core theme, limiting visibility and accountability. They encourage AB to deepen sector-specific gender analysis and support the development of relevant indicators. In Ghana, partners—including CSOs, media, and an international donor—value AB’s gender-sensitive political analysis but recommend stronger focus on economic empowerment, access to credit, and maternal protection. Expanded outreach, including radio and community dialogues, is seen as key to broadening public understanding.

Several stakeholders highlight opportunities to strengthen women’s participation in research. In Senegal, an academic proposes mentorships, scholarships, and partnerships (e.g., with UN Women) to address gaps around unpaid care and women’s roles in the green transition. Youth actors in Ghana underline AB’s value in revealing gendered inequalities among young people, while media respondents confirm that gender most visibly emerges in election-related reporting.

Across countries, AB is widely regarded as a credible platform for amplifying citizens’ voices on democracy, inclusion, and human rights. Human rights practitioners in Ethiopia consider AB’s evidence especially valuable for documenting public sentiment during periods of civic restriction. Yet stakeholders in Mozambique and elsewhere identify gaps in addressing marginalised groups - including persons with disabilities and LGBTQ+ people - and call for more context-relevant questions and attention to digital gender divides. Involving more women in data collection and dissemination is also seen as a practical way to improve representation and impact.

**In summary**, AB is viewed as a continental leader in gender-balanced survey practice. Stakeholders see clear opportunity, however, to move beyond demographic parity toward more substantive, context-driven gender analysis, expanded inclusion of marginalised groups, and stronger engagement to support policy dialogue on gender equality.

### ***Ensuring Continued Relevance: Areas for Improvement and Examples***

Across the network, AB is widely recognized as a unique, credible knowledge platform, yet partners consistently identify resource and dissemination gaps that limit its full potential. At the Secretariat level, leaders emphasize that resource constraints often restrict participation in high-profile events such as recent African Union forums. With a small headquarters relative to its continental scope, AB must prioritize core functions like data collection over visibility or expansion. NPs receive funding to implement the

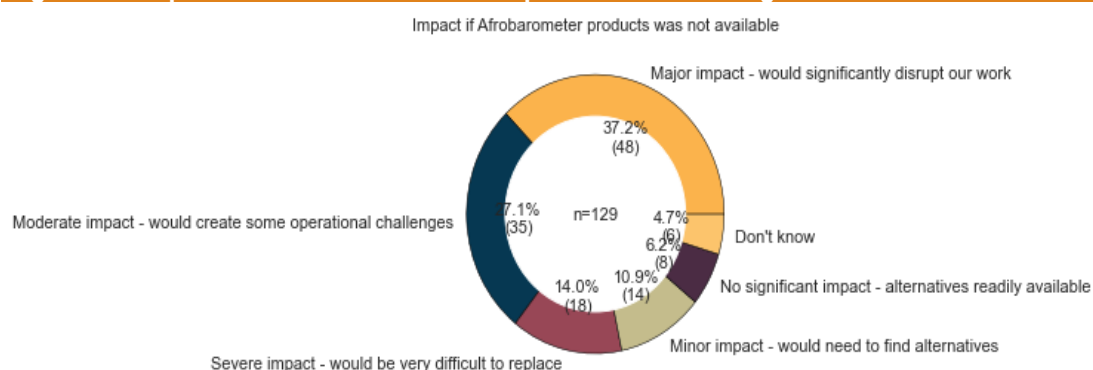
required dissemination and policy engagements using the data collected. Each NP does this according to a clear dissemination plan developed by the NP in collaboration with their Core Partner Communications Coordinators. Going beyond the agreed dissemination plans may be desirable at the national level, but not financially feasible.

A Senegalese human rights CSO points to a major communication gap: outside academic and media circles, citizens rarely know AB. The CSO proposes joint national communication strategies with CSOs and universities, translating key findings into local languages and pairing data releases with regional dialogues on practical community issues.

Ghanaian stakeholders echo similar issues. One CSO notes steady progress in sample representativeness but sees room for expansion. Ghanaian media houses and youth CSOs stress the need to broaden engagement beyond elites and CSOs to include government decision-makers and local authorities, creating multi-actor platforms for dialogue. Two media houses advocate for more frequent, timely, and accessible data releases, particularly on economic indicators, with simpler, context-friendly language. Another one highlights timeliness as key to maintaining relevance—data must be country- and event-specific to influence debate while still fresh.

If Afrobarometer's products were no longer available, what would be the impact? The largest single share of respondents stated that there will be a major impact in their work should AB's data not be produced (37%). 27% of the respondent stated that there will be a moderate impact and 14% consider the impact to be severe. The remaining share of respondent stated minor impact (11%), No impact (6%) or that they did not know (5%) – see Figure 7.

**Figure 7 Impact if Afrobarometer's products no longer was made available**





A relatively large proportion of respondents in the 25-34 years age bracket consider the impact to be moderate (11,5%). Almost half (48%) of the respondents between 45-54 years think there will be a major impact. Governmental actors think the impact to be major (50%); interestingly NGO and CSOs deviate in the sense that none believe the consequences to be severe.

Together, these perspectives depict a network that is methodologically solid but structurally stretched - where limited resources, elite concentration, and uneven outreach constrain AB's broader societal impact. Stakeholders urge more inclusive dissemination, local-language communication, and targeted government engagement to ensure the data truly informs public dialogue across all levels.

#### What would make AB products more useful?

This was an open question in the continent-wide survey<sup>34</sup> administered by the evaluation team as a part of its data collection. In summary, respondents provided interesting feedback on improving AB's operations across several key areas.

Methodologically, they recommend refining the questionnaire by reducing the number of questions while deepening analysis on critical topics like economy and market trends, addressing contradictory questions that skew responses, expanding geographic coverage to more countries, and incorporating qualitative feedback options.

To enhance accessibility, suggestions include developing interactive dashboards, a mobile app, linked datasets with economic databases from the World Bank and IMF, placing publications in university libraries and on government websites, and producing the survey results in original data collection languages.

Respondents strongly emphasized strengthening capacity building through increased university outreach workshops, student engagement programs, and policymaker seminars to translate findings into evidence-based policies. They also called for enhanced partnerships with civil society organisations and grassroots stakeholders to co-produce action-oriented policy briefs, particularly on youth-related issues.

Finally, improving visibility through decentralized dissemination to districts and grassroots levels, expanded journalist outreach, podcasts or expert discussion channels, and more responsive communication was highlighted.

Despite these suggestions for improvement, many respondents expressed satisfaction with AB's current products, noting they effectively cover political, economic, and social concepts and remain valuable for research, advocacy, and policy development.

<sup>34</sup> Details in Annex 6.



### *Amplifying the Voices of the Voiceless – But are the messages reaching them?*

Across Ethiopia, Mozambique, and Senegal, community leaders and community radio practitioners highlight AB's strong potential to connect national evidence with local realities, while also noting that its visibility outside urban centres remains limited. In Ethiopia, two senior community radio leaders had not heard of AB prior to our interview but immediately recognised the complementarity: AB validates citizen perceptions at national scale, while community radio translates them into accessible dialogue, problem-solving, and accountability in local languages. They viewed collaboration as mutually reinforcing – AB providing legitimacy and scale, and radio ensuring that citizens recognise their own voices in the data.

In Senegal, community leaders stressed AB's independent credibility and practical value. AB data on democracy, gender, rights and freedoms, and service delivery help communities advocate and plan locally. Leaders described real effects – evidence enabling rural communities to elevate long-overlooked priorities such as access to water, health infrastructure, schooling, and roads: “The State now sees villages it never saw. That's AB's power.”

In Ethiopia, a group of young CSO leaders reacted with the same enthusiasm once AB's mission was explained. They saw it as “exactly what we need – credible data rooted in Africa.” Most said they had previously relied on Western-produced statistics with weak local grounding. AB's focus areas—governance, economy, social cohesion, and gender – mirror their own agendas in advocacy and programming. Their main concern was visibility, not relevance: “If we'd known it existed, we'd already be using it.” They noted that accessible, national data from AB could strengthen journalism, advocacy, and youth initiatives, helping them counter misinformation with evidence and replace opinion-based activism with fact-based dialogue.

All agreed that outreach and feedback loops require strengthening. National launches and urban media rarely reach peri-urban and rural areas where vulnerabilities are greatest. Participants called for regular, local-language dissemination through community radio, roadshows, and village forums to enable joint discussion of findings. They also encouraged continued tracking of gender parity, youth participation, and equitable resource allocation.

**In summary**, rural actors see AB as a vital but underused ally: it legitimises neglected needs and equips communities “to speak with facts, not only words.” To deepen impact, AB must broaden its outreach and close the loop so citizens can see – in their own languages and communities – how their voices inform change.

#### **3.1.1 Is AB relevant to and coherent with Sweden's Regional Africa Strategy?**

For Sweden's regional development cooperation, AB is viewed as highly aligned with the 2022–2026 Africa Strategy, directly supporting Sweden's policy priorities on democracy, human rights, gender equality, transparency, and evidence-based governance. Embassy programme officers and department heads emphasised that AB's

surveys - spanning democratic values, corruption, gender equality, migration, and governance - provide independent, balanced, and publicly accessible data that inform both national and regional policy dialogue. Unlike government-controlled intelligence, AB's findings are non-political and agenda-free, offering credible evidence for accountability and reform: "on-the-ground information available to citizens and the international community alike."

## 3.2 EFFECTIVENESS: IS THE INTERVENTION ACHIEVING ITS OBJECTIVES?

*"Effectiveness is evidenced by ubiquitous use: UN agencies (UNDP, UNFPA), multilaterals, governments, parliaments, militaries, universities — and routine feedback of "we use your data all the time." AB often measures only a fraction of downstream use; real uptake is far broader. In more closed contexts, leaders still seek briefings (e.g., Togo's president on constitutional reform) — even when findings are unpopular — because AB is a household name and shutting it out carries reputational costs."*

Joseph Asunka, CEO, AB<sup>35</sup>

The realities in which AB data and evidence is harvested and used are vastly different. Some countries are far in a development towards peace and democracy – others have longer to walk. The evaluation team found the many telling observations about AB successfully balancing of presenting complicated and unwanted truths yet still being listened to and heard. One example was a senior government appointee who stressed the importance of having access to evidence-based policy and accountability. He noted that even when findings appear controversial to your political system, you simply cannot deny the data quality and reliability of AB. The transparency of AB's methodology, he said, helps ensure that public opinion is verifiable, prompting action where governance gaps appear.

### 3.2.1 AB implementation of its programme 2023-2025

***EQ 3: To what extent has the intervention achieved, or is expected to achieve, its objectives, and its results, including any differential results across groups?***

When considering the four case-countries, we see major differences in AB's penetration into the different core AB stakeholder groups.

---

<sup>35</sup> Information from online interview, October 7, 2025.

**In academia.** Interviews in the relatively recent AB partner country Ethiopia pointed at AB data and evidence to be widely and actively used for high level research as well as in university education and for PhD projects. The contrary appears to be the case in Senegal, which has been an AB partner country since Round 2 (2002-2004<sup>36</sup>). Whereas the Senegalese National Partner clearly is highly respected – also in academic circles – the two academics met during the evaluation knew about AB by name but had never accessed its data and information.

**In government circles** the AB standard pre-launch briefing of national governments<sup>37</sup> means that AB is generally known at that level. In countries such as in Ghana and Senegal with a well-functioning democracy, show more frequent government references to AB evidence, highlighting AB's function in inspiring policymaking and information uptake. An adviser to Senegal's new President stresses that the distinctiveness of AB resulting from its focus on democracy, human rights, corruption, economy, society, and security, with a pan-African reach and citizen-centred approach. AB's work is fully aligned with the needs of a democratic state that must understand and respond to public perceptions.

**In the media** AB is relatively well-known in the capital cities of the case countries, while the evaluation found the media realising a need for further outreach to colleagues and media houses. A director and editor-in-chief of an independent daily in Senegal stresses that in a setting where reliable national data is scarce or fragmented, AB offers trustworthy and timely statistics that help journalists back their stories with solid evidence. She finds that AB functions as a bridge between research and journalism, filling a critical gap left by underfunded national research bodies and the media's limited access to public data. She says: "We often tease our researchers: you search but you never find. That's why AB is so important – it provides credible, usable data."

Similar to the three stakeholder groups above, **capital city-based CSOs** are invited by AB to dissemination events –some of them also attend training sessions. Still CSOs met by the evaluators stress that many of their peers still do not know about AB and its powerful potential to provide powerful evidence to back up their advocacy work.

---

<sup>36</sup> See overview of AB development by round and year in Annex 4.

<sup>37</sup> When the data and evidence from a completed Round is released, NPs always invite government to a pre-public-launch briefing on the core findings. Governments have no influence on publication of data or dissemination channels, but they are then aware. This has proven both very prudent and productive. In Ethiopia, one of the case-countries with a more constrained public space and freedom, a government media referred to the way in which Government, despite finding documentation provoking, have become increasingly open to receive, digest and consider AB data.

### ***Is the AB intervention during 2023-2025 on track?***

The AB strategy 2022 – 2032 highlights five core strategy areas, namely, to gather, to analyse, to inform, to build (capacity) and to thrive. AB's core results are presented for each of these areas.

#### **3.2.1.1 Gather - African public opinion data are of high-quality, relevant, timely and accessible**

At the time of the evaluation, Round 10 had just been completed and dissemination was either just concluded or still ongoing. According to the AB Secretariat, it successfully covered 39 countries (of the targeted 40 countries) though operations in Sudan, Ethiopia, and Niger were suspended due to security constraints. Some regional-level surveys were conducted instead, and while Burkina Faso was included, its sample faced limitations linked to the current instability of this country.

##### Priorities under the first strategic action area

- High quality of survey maintained, and methodology continuously improved
- Demand-driven public opinion surveys developed
- Efficiency in conducting surveys and timeliness enhanced

**Most evidence across the 11 stakeholders interviewed for the evaluation** point consistently to the AB high quality having been maintained during the period under review. The AB Secretariat shares that the demand for AB data continues to grow steadily. Over the period covered by the evaluation, more than 700 individual requests for early access have been received, in addition to the many users who download data directly from the public online platform. Increasingly, universities and research institutions are reaching out to explore closer collaboration, while social media engagement and data use through digital channels have also expanded significantly.

**The AB Results Framework<sup>38</sup> 2023-2032 documents an impressive year-by-year over-achievement** as compared to the already ambitious milestones set. Examples are: (i) the advance in the number of countries taking part in the Survey Rounds (from 32 in Round 8 to 39 in Round 10 that was completed in September 2025); (ii) in the number of face-to-face interviews and phone interviews conducted in the Survey Rounds; and (iii) in terms of the improved timeliness between completion of field work, finalisation of the data set and start of first dissemination activity: and the completion

---

<sup>38</sup> The evaluation team had access to the AB internal Results Framework which matches AB's Strategic Plan 2023-2032. The Results Framework was updated in September 2025.

of the required dissemination events. The available data<sup>39</sup> show that both completion of field work, finalisation of the data set and start of the first dissemination event were on target, while the completion of dissemination was 15% faster than the goal.

During its in-country work, the evaluation team observed differences in the conduct and dissemination of the most recent AB Survey Round. The National Partner in Senegal was satisfied having managed to carry out the analysis and first Round of dissemination within the stipulated four months. The same proved not to be the case in Mozambique, where the new National Partner found it time-intensive having to re-establish stakeholder lists and routines. Key informants pointed out the need for data to appear as soon as possible in order to have added effect in the local realities. It became obvious to the evaluation team that all National Partners and other informants were highly aware of the need to share research results as soon as possible.

### ***Phone Surveys in AB – Opportunities, Limitations, and Future Lessons***

AB's experiments with phone-based data collection have confirmed its value as complementary to, but not a substitute method for face-to-face surveys. The Secretariat notes key constraints – limited representativeness, shorter interviews, and reduced depth – but also highlights successful pilots during COVID-19 (funded by the Gates Foundation and Digital Transformation Africa). These showed that well-designed phone surveys can sustain data collection where fieldwork is unsafe or not cost-effective. Current manuals and protocols guide quality assurance and help reduce common biases, yet face-to-face interviewing remains AB's gold standard.

In Round 10, 60 surveys were carried out altogether, of which 17 (27%) were phone surveys<sup>40</sup>. This was made possible by the above-mentioned special continuous funding by the Gates Foundation and Digital Transformation Africa.

Various respondents including a National Partner, the AB Secretariat and several participants in focus group discussions consider phone surveys as a pragmatic, low-cost solution in emergency situations or for hard-to-reach localities. They are primarily suited for concise and structured questions. A Ghanaian CSO welcomes the wider use of digital tools like tablets for data capture, while two youth organisations from Ghana stress the trust and contextual understanding that only in-person contact can provide. In Mozambique, a CSO recommends mixed methods to balance inclusion and

---

<sup>39</sup> Retrieved by the AB for use by the evaluation team on September 3, 2025

<sup>40</sup> As mentioned elsewhere, this evaluation was not tasked with carrying out a financial in-depth analysis of cost effectiveness of different assessment methods. This was further clarified and agreed during the inception phase.

efficiency, while a youth organisation urges coordination through existing community platforms to avoid duplication and enhance credibility.

Overall, stakeholders agree that hybrid approaches, which combine digital, phone, and in-person methods, offer a promising path for resilient, high-quality, citizen-centred data collection, preserving AB's unique depth and representativeness while embracing innovation.

### 3.2.1.2 Analyse - State-of-the-art research and analysis inform public policy formation

Across all case study contexts, AB was consistently described as a trusted, high-quality, and unique African source of citizen-centred data. Free access to reliable data providing evidence in national policy development, strengthens CSO advocacy, turns journalistic stories into evidence-based journalism and provides academics with robust basis for in-depth research. National actors in Ghana, Mozambique, and Ethiopia particularly valued AB's independence, methodological rigor, and accessibility, emphasising that few other data producers reach so deeply into local realities.

The table below is based on the scores of outcome indicators in AB's results framework and provides evidence of stakeholders making use of the research results.

Output Indicators for Outcome 2: Research and Analysis			2023	2024	2025	Total	Rate of achievement
2.1.1	Number of formal partnerships with other organisations or institutions that result in sponsored or specially targeted or topic-specific data collection and/or analysis	Planned	4		4	8	+11%
		Achieved	4		5	9	
2.2.2	Number of requests from the policy community, academia, CSOs, practitioners etc for AB assistance in compiling, analysing, interpreting, or otherwise using AB results in policy making, reporting, and related activities	Planned	47	48	49	144	+1.435 %
		Achieved	722	629	716	2067	
2.2.2	Number of references to AB in official government and inter-governmental documents, NGO reports, donor reports or documents, or academic publications.	Planned	80	90	100	270	+213%
		Achieved	183	217	176	576	

Priorities under the second strategic action area

- Knowledge generation and management improved
- Accessibility of public opinion data sustained and improved

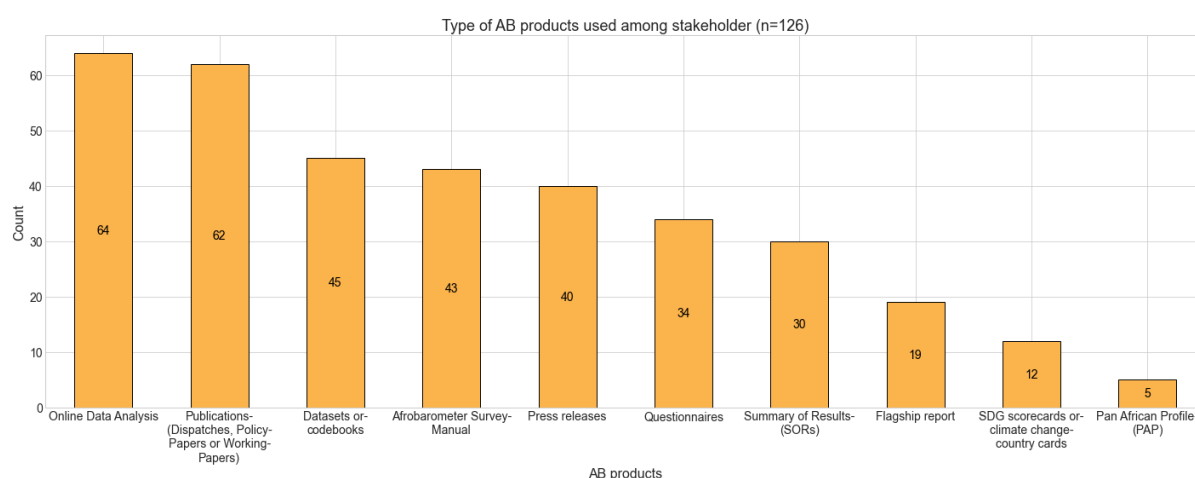
In Ghana, youth organisations and media praised AB’s localised fieldwork – using interviewers who speak local languages – which builds trust and ensures inclusion across gender, region, and demographics. International CSOs’ local branches and media houses in Ghana rely on AB’s robust sampling and transparent metadata for evidence-based advocacy and predictive insight, especially on democracy and governance.

In Ethiopia, where reliable opinion data are scarce, journalists and researchers describe AB as “a voice for the voiceless.” National media verify AB tools before use and regard AB as one of the few rigorous, nationwide evidence sources. In Mozambique, CSOs similarly consider AB indispensable for comparing national trends with those in other African contexts, informing election observation, transparency, and sectoral work such as energy. They note the clarity of AB reports but suggest more visual guidance.

In Senegal, an independent newspaper highlighted AB’s capacity to bridge research and journalism, supplying trustworthy evidence amid a media crisis. A Mozambican CSO highlighted AB’s contribution to academic and policy debates continent-wide, while a presidential adviser in Senegal cited joint media seminars, communication kits, and community radio programming as effective practices.

In Ghana, a youth CSO welcomed new online data tools that make AB findings more accessible and interactive. A radio journalist valued AB’s report-based products and responsive communications team but noted that more local media could be encouraged to use the data. In Ethiopia, an academic reported that AB is now integrated into university teaching to foster critical thinking and civic awareness, while a Senegalese academic commended AB’s cross-disciplinary value in amplifying citizens’ voices across economics, sociology, and political science.

**Figure 8 Usage of Afrobarometer’s products**





As noted in the qualitative interviews above, the survey<sup>41</sup> again underscores the relatively high usage of AB's products from online data analysis and their publications over the datasets and press releases – even the survey manual – and on (see Figure 7). Across all case study countries, AB's credibility is reinforced by the fact that politicians, journalists, and civil society alike use it, often without contesting its findings. While contexts differ, the shared view is that AB sets the standard for reliable, independent African data, bridging academic rigor and public relevance, and helping diverse actors – from youth advocates to ministries – ground their work in evidence that genuinely reflects citizens' voices.

### 3.2.1.3 Inform - AB's profile raised, its audiences understood, and their needs met

Collecting and analysing data is meaningless without effective information products and dissemination processes. AB's communication programme is a priority area. It focuses on reaching and engaging new as well as existing audiences and stakeholders with the aim to continuously increase visibility and use of the data.

#### Priorities under the third strategic action area

- Effective dissemination, communication, strong brand, and visibility advanced
- Demand for and impact of AB data and analysis increased

The outcome-com-strategic action areas mentioned in the box above are captured in AB's results framework. From this framework it becomes clear that a consistent and impressive level of achievements in most of the dissemination delivery areas exceed the planned targets. The targets of dissemination products such as dispatches, 'signature products' such as the AB Flagship Reports, Pan-Africa Profiles, press releases, videos, infographics have been fully or nearly achieved; most have been exceeded.

In the second strategic action area, impact cases<sup>42</sup> targets have been surpassed. This also applies to the number of times that AB findings are cited/referenced in print, electronic, and broadcast media, and that social media users engage with (i.e. retweet/repost) materials mentioning AB findings. The number of downloads from the AB website (data sets, publications) were, along with the number of AB followers on social media platforms, consistently overperforming in 2023 and 2024. Without having increased the planned targets, both of these areas may drop by the end of 2025. The AB Secretariat highlighted in a focus group discussion that they have noted the not

<sup>41</sup> For the full survey presentation, see Annex 6.

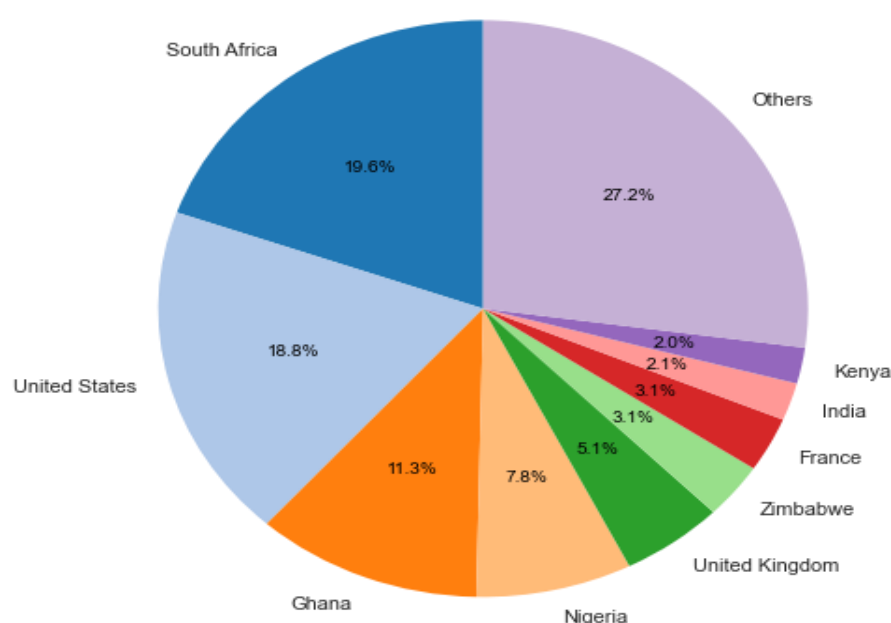
<sup>42</sup> See below in this same section on 'Inform'.



surprising variation in uptake resulting from differences in national contexts. It is obvious that dissemination and visibility are easier in countries with greater media freedom in contrast, to more restrictive environments, where certain topics remain sensitive and are shared less widely. Also the rise in visibility often follows the phases where the data and evidence from a newly concluded Round is publicised. This is just happening these months for Round 10, and therefore not yet reflected in the RBM data.

The data used in the evaluation team's outreach analysis was collected through Meltwater – a comprehensive media intelligence platform<sup>43</sup>. The evaluation team has used data from Meltwater to estimate part of AB's outreach across different countries, news outlets, and to measure how engagement evolved over time. It should be noted that this assessment was conducted using data made available by AB without independent verification of the underlying content. Annex 7 provides the background information, data and analysis.

**Figure 9 Distribution of AB data per country 2022-2025 (countries with <2% share are aggregated as Other)**



<sup>43</sup> <https://www.meltwater.com/en>

As shown in Figure 9, the single largest country is South Africa (20% of the observations) followed by USA (19%), and Ghana (11%). There are a few countries that have a share between 8% and 2% of the observations – Nigeria (8%), UK (5%), Zimbabwe (3%), France (3%), India (2%) and Keyna (2%). All other countries have relative shares below 2% and have been compiled in a single category labelled Others (27%).

**AB has broadened and strengthened its set** of analytic and signature products – including annual reports, scorecards, super reports, and country cards – greatly improving data accessibility and visibility. In interviews with the evaluation team, AB’s Secretariat underscores the results framework’s clear message: a lot more is happening than anticipated in the results framework. A drive to increasing French-language communication and leveraging social media growth in countries like Senegal are among the efforts to ensure inclusion of all African countries.

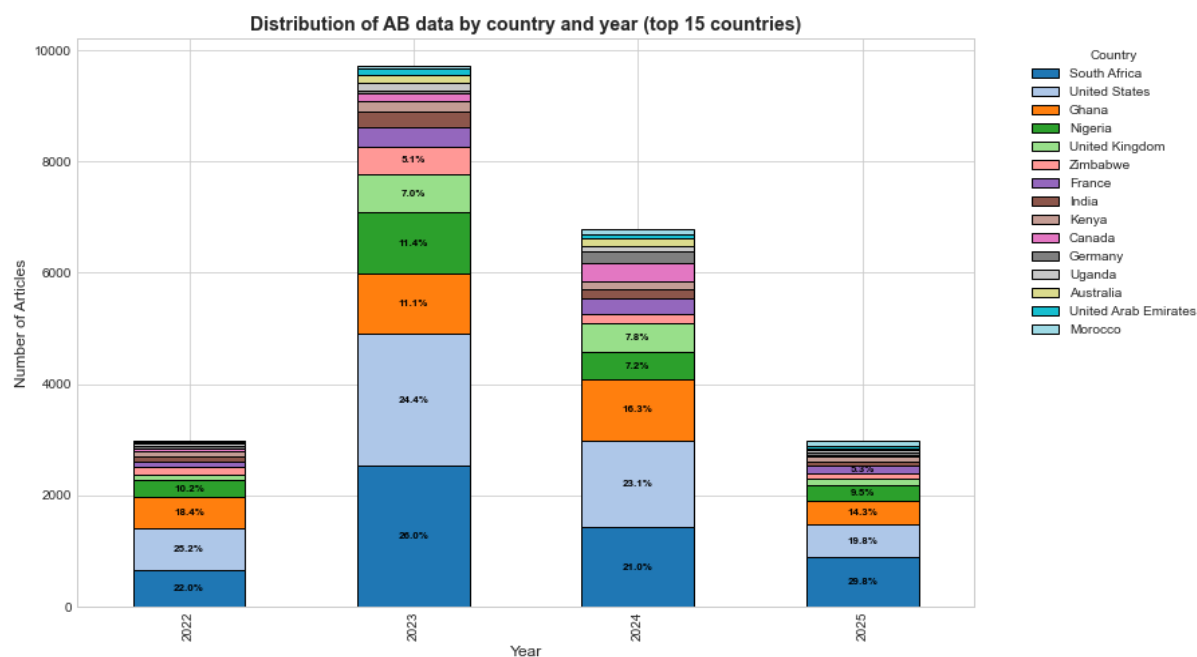
At the same time, the messages are mixed. Overall, the Meltwater data confirm growing visibility, engagement, and user uptake of AB documentation, while also highlighting the need for continued investment in communication capacity and contextual adaptation across countries. At the same time, as we see hereunder and in the results framework’s documentation of activity above, the 2025 figures appear to be dropping. The year is not yet over, but the AB Secretariat also wonders what the reason might be. Not least in a year, where results from a new Round are being disseminated.

Figure 10 displays the recorded observations for the top 15 countries across the four available years with 2025 containing data until August. It is noteworthy that the number of observations has varied over the years, with a peak in 2023 and then a gradual decline in 2024 and in the first 8 months of 2025. The AB Secretariat has informed the evaluation team that the 2023 peak can be explained by the conclusion of Round 9 that year followed by an extraordinary communication effort, engaging both the APO<sup>44</sup> news release distribution service along with the release of a set of thematically focuses Panafrican Profile Series, which has generally always increased. AB’s visibility. The APO services were saved during less well-funded years as a result of the recognition of its important value for AB’s visibility – as seen below.

---

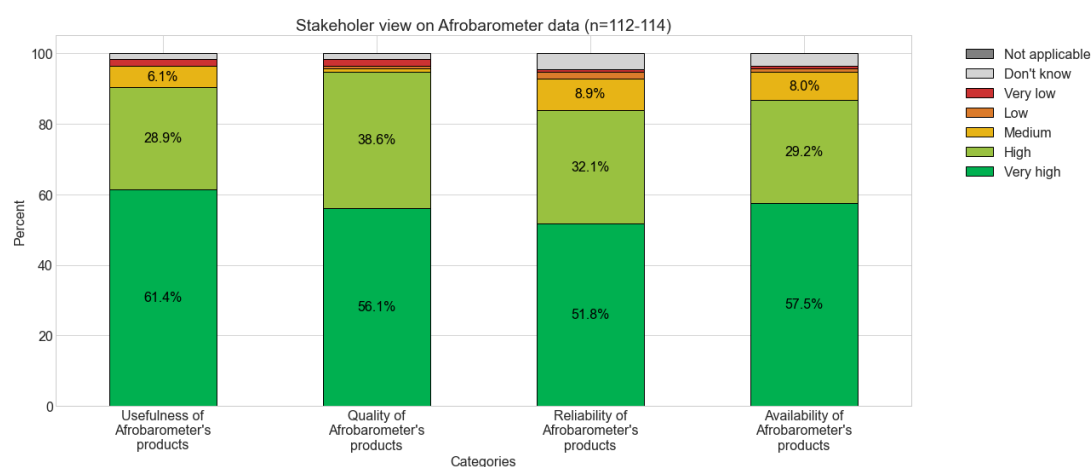
<sup>44</sup> <https://apo-opa.com/prd-tools/>

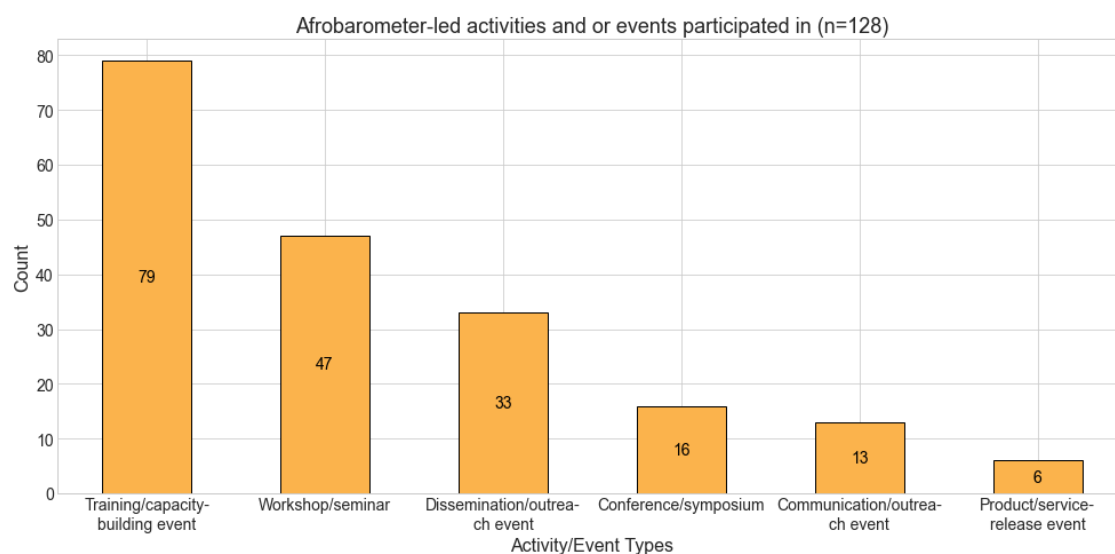
Figure 10 Distribution of AB data per country and year 2022-2025



The continent-wide survey (see Annex 6) provides information about the participation of the respondents in AB's activities (Figure 11) and how they rate the usefulness, quality and reliability of AB's products (Figure 10). Training/capacity building appeared to be the most popular activity. 79 (i.e. 62%) of the survey respondents stated that they have engaged in this activity. Workshops/seminars proved to be the second most attended type of activity (47 respondents or 36,5%) followed by dissemination/outreach events (33 respondents or 25,5%). The three last types of events were less attended among the respondents, see Figure 11).

Figure 11 Stakeholder view on Afrobarometer data



**Figure 12 Respondents' engagement in Afrobarometer's activities**

**Each National Partner (NP) is contractually required to conduct** at least two dissemination events, publish two articles and seven press releases per Survey Round, ensuring visibility and engagement at the country level. AB's communications strategy combines digital-first dissemination – including infographics, livestreamed or recorded events, and rapid-response press releases – with 'traditional' outreach linked to key events such as International Women's Day.

**To strengthen and equalise reach, AB currently emphasises capacity building** for NPs, enabling them to take a more proactive role in local dissemination. This approach is yielding results, as many partners now extend their communication efforts well beyond AB's initial criteria.

**An international donor commends AB's credibility and consistency** across 42 countries, its skill in translating complex data into accessible narratives, and its constructive government engagement through pre-publication briefings. These approaches have strengthened policy uptake and impact, with AB data actively used by both governments and civil society. Across several countries, respondents recognised AB's credibility, methodology, and value as a trusted evidence source. A multilateral organisation in Mozambique highlighted AB's indicators and reports as highly relevant, recalling also particularly effective direct communication and dissemination in Zimbabwe, where AB engaged institutions directly and ensured representation of women and other groups.

A journalist from an independent media house in Senegal highlighted **the inclusive, well-organised dissemination events** that unite journalists, academics, policymakers, and security officials. He was convinced that such interdisciplinary and intersectoral gatherings were one more way of demonstrating that credible, timely, and accessible information can foster dialogue and strengthen evidence-based governance.

***Impact-full AB work and its documentation***

As of 2022 AB is working to document its ‘policy visibility’ and ‘impact’ in annual policy visibility reports’ called ‘Policy Visibility Cases on the African Continent and Beyond’<sup>45</sup>. The reports of the four past years presented 140 linked stories where AB data had informed action from Sustainable Development Goals scorecard evidence on corruption challenges to several African presidents and ministers citing AB.

Three very interesting impact stories were prepared and shared by AB; they document powerful results generated by other actors when making use of AB’s data and other types of information:

- ‘Corruption clean-up in Malawi’ (2022);
- ‘Citizens voices amplified in decriminalising same-sex relationship in Botswana’ (2025);
- ‘Evidence in action: the youth in Senegal prefer entrepreneurship over public sector jobs, the government responds accordingly’ (2025).

---

<sup>45</sup> ‘AB Policy Visibility Cases on the African Continent and Beyond’ has appeared 2022, 2023, 2024 and 2025 has been started.

#### MORE EXAMPLES OF DATA USE AND POLICY VISIBILITY AND IMPACT

AB's annual report for 2024 provides the following examples of AB's policy visibility and impact:

- **UNDP's 2023/2024 Human Development Report** cited AB data to highlight African's perception of taxing the rich. The report noted that "In most countries, the average response to the AB survey question on the amount of taxes that rich people are required to pay is closer to "about the right amount" than to "too little".
- **Zimbabwe: UN Women** has warned that "violence against women and girls remain prevalent in Zimbabwe", noting that this has slowed efforts to achieve Sustainable Development Goal 5 which seeks gender equality and the empowerment of women and girls. AB's data was cited in a news article, "Killings raise gender violence concerns in Zimbabwe" to re-echo the views of Zimbabweans.
- **Namibia: In 2022**, AB published the paper "AD513: Amid progress on women's rights, Namibians see gender-based violence as a priority issue to address" highlighting the need to prioritize government action in addressing gender-based violence. Namibia's former president, Hage Geingob castigated gender-based violence (GBV) during the same year, at a virtual official opening of the fifth session of the seventh parliament in Windhoek labelled gender-based violence as taboo. His government pursued this call and with the support of parliament passed the Combating of Domestic Violence Amendment Bill later in the year.
- **Gambia: Gambia's 2023-2027 National Development Plan** was launched by the President, Adama Barrow, on 9 February 2024. The National Development Plan cited AB's document on citizen's perception about the state of democracy and perceived corruption. Based on the AB survey which was corroborated by other data sources cited in the document, the government intends to "consequently commit to consolidate the gains made and address the outstanding gaps during the [implementation of the] new Development Plan.

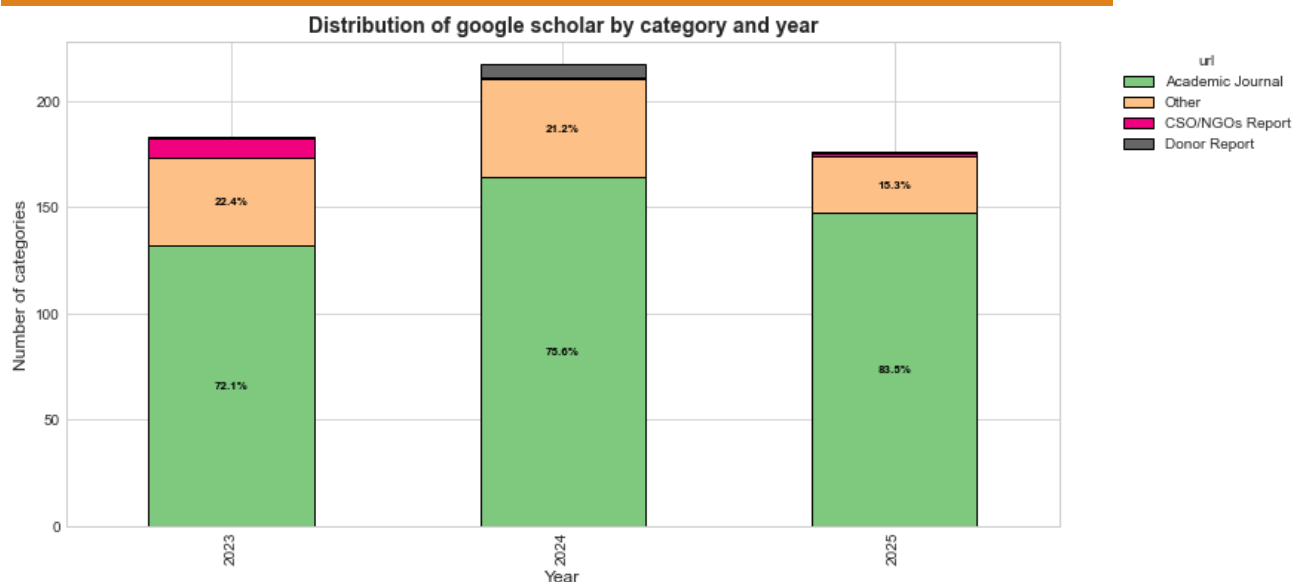
Besides in AB's own publications, AB's data is appearing in an increasing number of academic journals, CSO/NGO reports and is referenced by donors.

The dataset used to develop the below presentation of AB references contains 576 observations spanning three years<sup>46</sup>. Each observation captures key information including the date, category, summary and URL address Figure 12 shows the url source over available years for specific categories of web urls. The most common category is academic journal (range from 72-83% for the individual years). It is noteworthy that donors had a relatively large share in 2024. The year where the AB secretariat carried

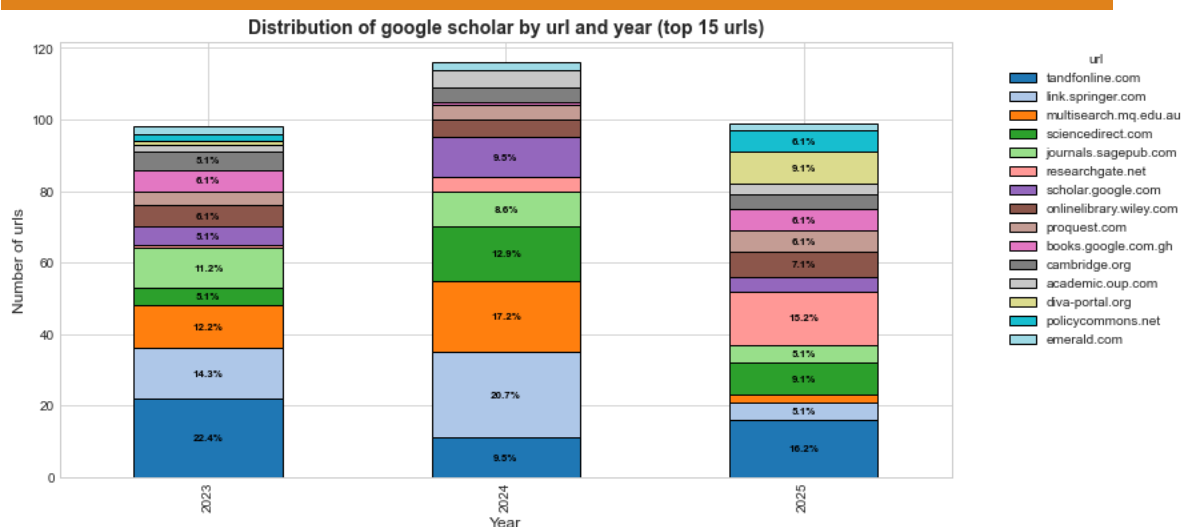
<sup>46</sup> See more in Annex 7 presenting an analysis of AB outreach data by Meltwater and Google Scholar

out an extraordinary effort to disseminate the results of Round 10. An increase in AB visibility in 2024 was registered for all dissemination activities

**Figure 13 Distribution of google scholar by category and year**



**Figure 14 Distribution of google scholar by url and year**



Many stakeholders pointed to communication gaps and limited visibility, especially in Mozambique and Francophone countries. A multilateral agency noted slower information flows and weaker national representation than in Zimbabwe, while CSOs observed that AB and its national partner remain little known outside elite and academic circles. Long reports were cited as a barrier, and private-sector actors stressed that long intervals between Survey Rounds reduce usefulness for sectors needing timely data. In Mozambique publication delays of over a year, was seen to undermine policy relevance. Media and youth actors called for more timely and engaging formats:

a Ghana-based journalist suggested infographics and briefings instead of long reports; a Ghanaian youth CSO proposed consultative dissemination sessions with CSOs and experts. Despite these critical observations, AB's communication reach has grown, with Meltwater analytics showing increased visibility, peaking in 2023 around national elections and the flagship report.

Still, AB's communication is seen as too urban and elite-centred. Community leaders in Senegal and youth groups in Mozambique stressed the need for local-language dissemination and community feedback, noting that rural populations rarely receive feedback after data collection. Government ministries and private-sector actors also feel under-reached and want more tailored information.

Stakeholders proposed: decentralised dissemination via community radio and regional workshops; shorter, more visual products (infographics, policy briefs); stronger institutional engagement with ministries, donors, universities, and media; enhanced digital and social-media presence; more frequent data updates and sector partnerships; and community restitution .

**In summary**, AB's data and credibility are widely valued, but visibility, accessibility, and inclusion – especially beyond capitals – are relatively weak hampering that its evidence reaches and empowers local communities and decision-makers.

### ***Collaboration with Media and Civil Society to Extend Reach and Impact***

Across all countries, stakeholders confirm that AB's partnerships with media, civil society, and especially youth and women's organisations significantly enhance its visibility and policy influence. Journalists in Senegal, Ghana, and Mozambique view AB as a trusted data source that strengthens reporting and public debate, with evidence sometimes prompting policy responses. CSOs in Ghana use AB findings in anti-corruption and parliamentary advocacy, while Senegalese human-rights groups apply AB evidence in legal action and regional litigation. Local leaders also use AB insights to promote gender parity and youth inclusion.

However, a “last-mile” gap persists: many journalists do not regularly use AB data, engagement with grassroots actors is weaker than with national elites, and collaboration with minority and women's groups remains limited. Stakeholders recommend journalist networks with ready-to-use visual materials, hands-on briefings for media and CSOs, local-language dissemination via community radio and regional workshops, and stronger francophone, youth, and women-focused partnerships – while maintaining independence in government engagement.

Overall, media and civil-society collaboration is central to AB's impact; broadening outreach to youth, women, and local actors will be key to further strengthening public dialogue and democratic change.



**Examples of uptake of AB data from AB 's annual report, 2024:**

- Botswana's Foreign Affairs Minister revealed that AB was one of the key institutions the government consulted in the lead-up to decriminalising same-sex relations in Botswana.
- Sierra Leone's Anti-Corruption Commissioner cited AB data when assessing the country's exponential progress in fighting corruption.
- The Malawi Police Service issued a press statement welcoming R9 findings that ranked them as the public institution perceived as most corrupt, noting the survey "gives a window to the Malawi Police Service on areas to be improved," and highlighted its anti-corruption policy interventions.
- Ghana, a former Member of Parliament cited AB data on declining trust in Parliament and high corruption perception rankings to advocate for disciplinary action against absentee lawmakers.
- AB data has been cited by political leaders such as former Liberian President Ellen Johnson Sirleaf, Zambian President Hakainde Hichilema (on popular support for democracy), and Cabo Verde's Prime Minister José Ulisses Correia e Silva.
- In South Africa, a Provincial Premier cited AB data concerning the public's lost faith in government, emphasising the need to instil trust in public service.
- AB data is a core resource for numerous global assessments, such as the Mo Ibrahim Foundation's Ibrahim Index of African Governance, the Economist Intelligence Unit's Democracy Index, the World Bank Worldwide Governance Indicators, and the Millennium Challenge Corporation country scorecards. AB indicators measure progress toward 12 of the 17 UN Sustainable Development Goals.

**In summary**, stakeholders see AB as a trusted, influential evidence source whose policy relevance could expand dramatically through:

- Localised dissemination and translation,
- Closer engagement with government and private-sector actors,
- Regular, consistent data cycles, and
- Enhanced media and subnational outreach.

These steps would ensure that AB's citizen-generated evidence more consistently informs real policy decisions across Africa.

**3.2.1.4 Build - Capacity built in survey research and data analysis across Africa**

Priorities under the fourth strategic action area

- Skills developed and strengthened, especially among the youth
- Expertise and capacity across Africa extended

**The AB results framework provides solid information on these priorities.** The first ambitious and important target was to measure the proportion of co/-authored publications by (i) Africans; (ii) African Women, (iii) First time African authors, (iv) youth. This target was not accomplished caused by lack of funding. In

contrast, training of field enumerators and their supervisors is on track. The target for 2023 was accomplished while those for 2024 and 2025 have been exceeded

The target for the high profile 3-week summer school and those for other training workshops and seminars have overperformed. These kinds of capacity building are in high demand by all informants reached by the evaluation.

Realisation regarding the second strategic action area: ‘Expertise and capacity across Africa extended’ has been mixed. The number of anticipated women was lower than expected but the number of youths under 36 years reached appeared more than planned.

AB reports that the Capacity Building Unit (CBU) achieved significant milestones in 2024, delivering on its mission to strengthen data analysis and research skills of African researchers (AB Annual Report, 2024). Throughout the year, the CBU conducted a wide range of activities aimed at equipping staff, partners, students, faculty, journalists, and civil society organisations with tools and skills to use AB data in their work. During the country case studies, the evaluation team was informed by all AM stakeholder categories about the importance of (receiving) basic training.

In 2024 AB organised University Outreach Programmes to empower faculty and students in African universities to effectively utilise AB’s data and resources thus fostering data literacy and analytical skills. The Emerging Scholars Workshops were kick-started with a workshop in November 2024 at the University of Pretoria, South Africa. This workshop aimed to enhance participants’ ability to produce high-quality analytical outputs; provide them with professional development opportunities; and create a research and mentoring network. Out of the 249 applications received, 12 applicants (50 % female) from 10 African countries were selected. 58% of the participants were under 36 years.

### ***Strengthened strategic approach – also for Capacity Building***

As recommended in the evaluation of 2021, AB developed a new strategic Capacity Building Plan which was implemented in 2023<sup>47</sup>. The new Capacity Building Strategy presents that the CB events frequently in the past:

- were organised on an ad hoc basis;
- lacked a clear linkage to other CB events/efforts;
- did not yield clear deliverables from participants (publications);
- provided little preparatory assistance/guidance for participants;
- did not provide sufficient post-event support for participants;

---

<sup>47</sup> ‘Capacity Building Plan – 2023 and beyond’ Internal Document, Afrobarometer

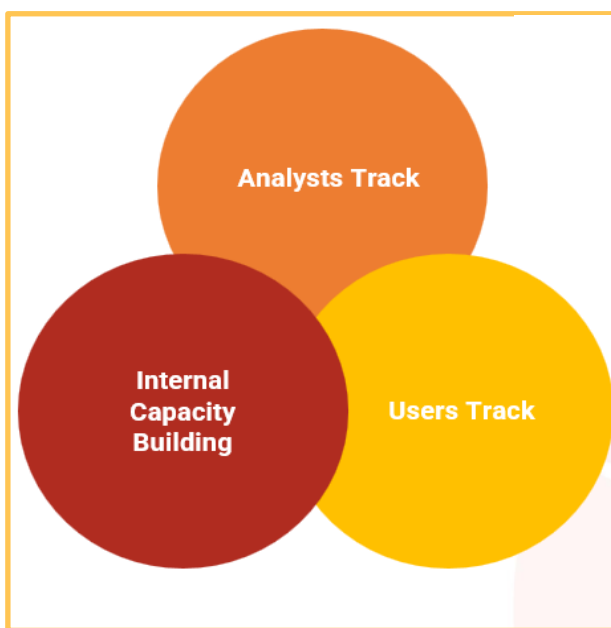
- tried to achieve too much at once, rather than focussing on a clear set of skills that were linked to a defined type of deliverable (dispatch, tweet, research paper);
- provided little innovation for development of managerial and organisational skills.

In contrast, the new capacity building strategy and plan<sup>48</sup> focused on:

- implementing multi-year programme of on-going and linked learning opportunities;
- facilitating object-oriented events with clearly defined participant deliverables;
- improving onboarding and post-event support;
- building capacity building resources users can access remotely, at their own pace;
- emphasising analytical, managerial and organisational skills and development.

Longer-term capacity building contained three mutually reinforcing tracks (see Figure 15):

**Figure 15 The three CB tracks**



- internal capacity building,
- the users track, and
- the analysts track.

The AB Secretariat confirmed to the evaluation team that structured and evolving capacity-building programmes are currently being implemented across the network. This includes the development of an online participation and certification system, enabling trained participants to progress to advanced sessions.

The AB Summer School remains one of the most successful initiatives, offering intensive hands-on training

in data collection, analysis, and interpretation. Recently, AB has expanded the summer school to include online courses and remote training support, ensuring broader access and reduced operational costs.

**Across regions, AB's trainings have significantly strengthened stakeholders' ability** to use evidence for advocacy, research, and policy. In Senegal a CSO

<sup>48</sup> Ibid.

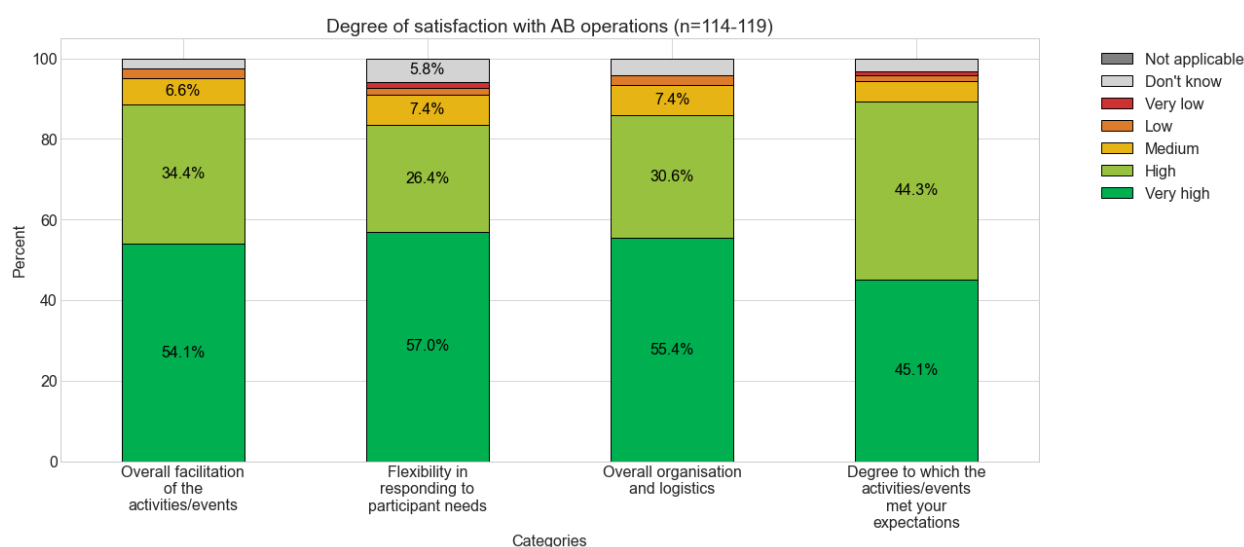
representative praised the 2024 three-day CSO and journalist workshop for its practical, comparative approach to data handling and analysis. In Ghana, an international rights CSO told how participants valued technical training in Excel and data interpretation, describing it as “consistently excellent and valuable.” Similarly, an international Ghana-based broadcaster highlighted a two-day West African journalist training, which enhanced participants’ ability to interpret and communicate AB findings for more impactful journalism.

**Efforts to engage and train young people are growing**, though awareness of what AB has to offer remains uneven. A community leader in Senegal described AB’s 2022 and 2025 field enumerator trainings as “transformative,” providing essential skills for evidence-based development and community-level data collection. However, a Ghanaian CSO admitted they had not heard of such opportunities, suggesting a need for stronger visibility and outreach of AB’s youth-focused training initiatives. An academic from Senegal also recommended tailored workshops for young and female researchers, to build a new generation of African scholars skilled in perception data analysis.

**When asked which capacity building activities have been most effective**, respondents widely cited the AB Summer School, regional CSO/journalist workshops, and technical data analysis trainings. These activities are very effective because of their interactive, hands-on approach and immediate relevance and applicability in professional practice.

The continental survey covering AB stakeholders in all 42 partner countries (Annex 6) included questions on their experience and satisfaction with AB’s activities. Overall, between 80 and 90 % of the respondents consider the quality of the respective activities high and very high (see Figure 16).

**Figure 16 Degree of satisfaction with Afrobarometer’s operations**



Asked whether the different capacity building efforts have met partner and network needs, it is generally found that they are valuable, responsive, and increasingly inclusive, but not yet comprehensive. Respondents praised the quality and professionalism of current trainings while calling for: (i) wider outreach to youth, local partners, and Francophone regions; (ii) deeper ethical and methodological training for field staff; and (iii) continued expansion of online and hybrid learning formats.

**In summary, AB's capacity building has achieved important impact** but needs broader reach, stronger field monitoring, and targeted training for new user groups to fully meet network and partner needs.

### 3.2.1.5 Thrive - Strong and sustainable network organisation led by, for, and with Africans

The final outcome and strategic action area in AB's 10-year strategy focuses on the organisation itself and involves AB's financial and institutional sustainability, as well as the sustainability of AB's partners to extend AB's capacity, reach and impact (see the priorities in the box below).

Priorities under the fifth and final strategic action area

- Resources mobilised effectively and sustainably
- Partnerships extend AB's capacity, reach, and impact
- Institutional capacity strengthened

#### *Resources mobilised effectively and sustainably*

**In its efforts to achieve the first priority**, AB has set the goal of pushing the core-/basket-funding scenario mentioned in Section 1 to protect the scale and integrity of the standard surveys. While not unsuccessful, the targets have not yet been met (2023: target 50% and 32% achieved; 2024 target 50% and 47% achieved ; 2025: target 55% and 38% achieved). As mentioned earlier, Swedish funding represents a significant part of AB's overall budget.

**The retention rate of donors amounted to 86% in 2024** The number of funding proposals submitted to donors were equal in 2023 and 2024 but declined in 2025. The latter may be caused that the data in the results framework were not complete at the time (3 September, 2025) the evaluation team accessed them.

**AB's leadership and partners agree that financial sustainability** and diversification are central to securing the network's future impact. AB's Chief Executive Officer informed the evaluation team about a comprehensive resilience and sustainability strategy, building on core funding from long-term foundational partners such as Hewlett, Open Society Foundation Moe Ibrahim and Mastercard. Currently, new and diversified grants cover thematic expansions (e.g., climate, SRHR).

**To ensure long-term stability, AB is establishing a Resiliency Fund.** Seeded with some 0.5 million USD it is conservatively invested to cover potential shortfalls. AB is planning to establish a long-term Endowment Fund of 50-100 million. USD. The fund will largely operate on endowment returns. AB endeavours to approach wealthy individuals/families, which may be willing to invest in the organisation's long-term plan(s) and vision. Partnerships with African business leaders (through a 2026 roadshow, corporate sponsorships, and engagement via the International Advisory Council) and national-level fundraising (donor representations/embassies and donor-funded survey boosts) are also part of this funding model.

**An international donor informed the evaluation team that these initiatives are valuable and should be endorsed,** calling the Resilience and Endowment Funds “excellent and necessary” in today's unpredictable funding climate. AB should be encouraged to further diversify its funding streams, including cost-sharing with multilateral institutions, governments, and private-sector users of AB data. Similarly, a bilateral funder in Ghana supported AB's move toward independent financing, recommending revenue generation through consultancy work, facility leasing, and partnerships with national governments, while cautioning that such collaborations must not compromise independence.

**In summary, AB is mobilising resources more strategically and sustainably** than before, combining donor diversification, financial instruments, and private-sector engagement to help build resilience and ensure its mission and activities continue to serve Africa's citizens in the long run.

***Partnerships extend AB's capacity, reach and impact***

AB demonstrates a very satisfactory rate of realisation of the planned number of strategic partnerships built with African and international social science associations, universities and think tanks (2023: 4 planned/5 realised; 2024: 6 planned/4 realised; 2025: 8 planned/9 realised; 18 planned/18 realised). Building partnerships and reaching commitments takes time. In interviews with the evaluation team, AB's Secretariat highlights that the organisation has undertaken notable efforts and made progress in strengthening its continental partnerships, particularly through collaboration with the African Union, the Pan-African Parliament, and civil society networks. To further advance this positive development, AB's Secretariat highlighted key milestones including expanded training programmes, newly developed Memoranda of Understanding (MoUs), and an upcoming youth symposium.

***Move beyond paper production to engage in structured, high-level policy dialogue***

A senior international diplomat connected with the African Union (AU) describes AB as a highly credible, African-based research institution with comparative, continent-wide data and strong methods. Unlike think tanks which are mainly focused on peace and security, AB captures the governance, social, and economic conditions underlying instability. This makes AB a valuable evidence partner in relation to conflict prevention activities. The work of AB aligns with an AU Summit finding that unconstitutional changes of government stem primarily from governance failures, requiring better governance, electoral management, transitional justice, and greater use of evidence-driven institutions.

The same respondent notes that AB has built networks with AU organs, regional economic communities, diplomatic missions, and peer think tanks, and that its findings feed into major products such as the Mo Ibrahim Index, AU governance reports, and the 2023 AU report on unconstitutional government changes. AB has also demonstrated predictive insight, warning of coups in the Sahel and potential instability in Tanzania, Côte d'Ivoire, and South Africa.

At the same time, the respondent considers AB's visibility and policy engagement at AU level as not sufficient. AB's policy papers are under-used: "Do you expect policymakers to go on your website and read your papers?". He finds that AB needs to "sell" its products more effectively and considers the absence of an Addis Ababa-based representative a major missed opportunity which limits AB's influence at the AU. A related AU-oriented think tank echoes this view, recognising AB as a pillar in Africa's governance ecosystem and recommending that AB embed expertise within AU structures allowing its data to directly inform policymaking.

The AB leadership informed the evaluation team that they already have MoUs with four AU commissions and expect to soon conclude an overall MoU with the AU. Negotiations with the AU have been ongoing for a couple of years to initially formalise

an overall MoU which could be the first step in seconding a senior AB staff member at the AU. For financial reasons, these efforts were given a lower priority during the past year.

### ***Institutional capacity strengthened***

From the documentation and responses of the informants approached by the evaluation team it becomes clear that AB's staff is of high quality. The annual AB staff performance reports shows that the quality of the staff is not just meeting but exceeding the desired targets set for individual staff members. For 2024 the staff average performance score is 18.9 % higher than initially planned and desired and in 2025 the result is 18,4 % more. Staff is also taking part in professional development programmes; eight events were planned in 2025, but staff enrolled in 44 professional development activities. These activities help to reach the result framework's target namely 'having robust succession plans in place for key roles'.

***Regarding AB policy and process improvements, the Secretariat has informed the evaluation team*** that a policy and process review is ongoing. This reflects AB's commitment to continuous learning and adaptation. After completing Round 10, a comprehensive review of the survey manual and operational procedures will be undertaken to ensure that methodologies, training standards, and quality controls remain robust and up to date.

### ***Partner Recruitment Policy and Network Strengthening.***

Maintaining and rejuvenating AB's continent-wide network of National Partners is a gargantuan task, requiring both coordination and continuous capacity-building. Each Round of data collection depends on trusted, experienced national research organisations capable of implementing the full data-gather–analyse–disseminate cycle to AB's rigorous standards. Strengthening these partners' independence and quality assurance remains a key ongoing challenge.



***Rebidding policy – ensuring quality and accountability.***

According to the AB Secretariat, the recently implemented partner rebidding process<sup>49</sup> introduced with Sida's encouragement<sup>50</sup> has brought important benefits despite its heavy administrative demands. Under this system, national partnerships are reopened for competitive bidding every three Survey Rounds, allowing AB to review performance, renew contracts with strong partners, or identify new, high-performing organisations.

This process is resource-intensive and complex, requiring extensive evaluation, contract management, and oversight by both AB and its Core Partners (CPs), who coordinate regionally. Nonetheless, the Secretariat underlines that the system ensures commitment, transparency, and excellence across the network. It also deters complacency and mitigates risks such as partners pursuing personal or political agendas in breach of AB's neutrality principles.

There are several risks and lessons to be learned. While the rebidding process inevitably carries the risk of throwing out the baby with the bathwater so to speak, AB emphasises that such cases are rare. Instances where organisations were dropped, for instance when the organisation's leadership politicised their work, have reaffirmed the importance of maintaining institutional integrity and credibility. The Secretariat notes that, overall, the rebidding policy has strengthened the network, encouraging healthy competition and a culture of performance improvement.

**Visibility and identity gaps are among the risks when changing National Partners.**

Field consultations in Mozambique revealed that several local institutions and stakeholders were unaware of AB's current national partner, CS Research, despite being a large and technically capable organisation with 100 employees of which 20 based in Maputo. While the company has an established profile in the research sector, its association with AB is very recent (it started in 2025) and remains largely unknown. This example points to a broader need for branding, visibility, and local communication, ensuring that AB's national partnerships are not just recognised as part

---

<sup>49</sup> 'AB Partner Procurement Plan. Procurement of National Partners, Core Partners and Support Units, 2019-2023'. (21 August 2018)

<sup>50</sup> Up to the time of approving the AB Partner Procurement Plan, CPs, NPs and SUs were selected and appointed under the direction of the Afrobarometer Executive Committee based on a range of criteria. In the case of NPs, selection has always included a competitive bidding process. But once AB partners have been selected, they have typically become permanent members of the Network unless AB ExCom determines that the partnership is not succeeding and the partnership needs to be re-bid. This means that a few institutions have only lasted one round as AB NPs, but many others have remained partners over many rounds; some had been part of the Network since its inception in 1999. At the request of the Sida, the AB Network agreed to review and revise its approaches to ensure that the network met international procurement standards. It was then decided that while this procurement plan was launched at Sida's suggestion, it would be applied to all funds within the AB basket fund.

of its continental network. These partnerships should also be recognised at the national level since its affiliation with national entities reinforces, rather than obscures, AB's identity and credibility.

**In summary, the new Partner Recruitment Policy has worked effectively** in maintaining quality and accountability, but its administrative intensity and the sometimes resulting limited local visibility of AB and its Partner remain challenges. It takes continued investment in partner capacity, visibility, and communication to sustain a strong, trusted, and continentally coherent AB network.

***Balancing flexibility and structure: managing trade-offs between adaptive collaboration and formal accountability within the AB network***

The formalisation of AB as an independent institution in 2019<sup>51</sup>, with its own Board and Secretariat, has - according to AB's leaders - strengthened coordination without sacrificing agility, effectively avoiding the trade-off often seen between structure and flexibility. It has furthermore ensured good governance with clear policies and processes that enable timely decisions, reassure donors, and uphold integrity. The International Advisory Council played a key role in shaping the new governance structure, advising on leadership transitions, and helping attract new talent, including younger members to the Board.

It is found that maintaining the right balance between flexibility and structure is central to the network's effectiveness and sustainability. AB deliberately remains flexible: it is the central actor in a network that engages National Partners intensively during survey and dissemination Rounds, while allowing them to pursue independent work in between. It is recognised that this flexibility can create tensions, particularly where overlapping lines of accountability blur roles between National Partners and AB's functional managers. The AB Secretariat highlights these challenges and plans to address them in the forthcoming strategy review to ensure clarity and coherence without undermining the collaborative spirit that defines AB's network model.

---

<sup>51</sup> Afrobarometer (AB) was formally registered in Ghana as a company limited by guarantee (non-profit legal entity) effective 25 May 2019.

### 3.2.2 AB Monitoring, Evaluation and Learning (MEL) system

***EQ 4: Has the system delivered robust and useful information that could be used to assess progress towards outcomes and contribute to learning?)***

**AB operates a comprehensive monitoring, evaluation and learning (MEL) system** designed to track performance, quality, and impact across the network. AB collects data from multiple sources, including:

- **Survey for their Round operations that are made digital.** AB's electronic system records all data collected. The system also stores (store) data and detailed metrics with meta data, such as the duration of each interview. This is used for quality assurance and improved efficiency. Quality assurance mechanisms or flagging of risks are built into the system. For instance, if an interview takes too long or too short may indicate that something might be wrong.
- **The monitoring, evaluation, and learning (MEL) framework** integrates the information from various processes in AB's operations and outcome/strategy areas. This includes a range of indicators across all outcome areas in AB's strategy. The MEL system seems to provide good coverage. The system mainly contains quantitative indicators with additional indicators covering the qualitative aspects of AB's operations.
- **Media and policy visibility through Meltwater data.** Meltwater is a comprehensive media intelligence platform. It continuously monitors and analyses content from diverse digital sources across the internet, employing automated web crawling to systematically track real-time as well as historical data. Using Meltwater data, AB filters and compiles online coverage of their data and references to AB per se. This produces policy visibility reports and documenting real-world examples of data use and impact. See Annex 7 for details.
- **National Partner (NP) monitoring system keeps** track of each individual NP over time. It is based on the contract between AB and the NP and helps to keep track of NP performance and compliance with agreed operations. The data feed into AB's central system, allowing for comparative assessment across countries and identification of areas needing capacity support or improvement. This system is also central for the approval mechanism for payments between AB and the NPs. Built-in milestones need to be achieved, reported, quality assured and approved before payment can be made. There is thus a range of AB staff from different units that work with the system.

In essence, AB's integrated MEL system provides a solid monitoring system - from data collection quality to capacity building, media presence, and partner performance, helping maintain accountability, consistency, and continual learning across the AB network.

**Concerning the effectiveness of the MEL system, the AB Secretariat expressed** overall satisfaction, noting that it has improved significantly over time and continues to evolve. The system effectively tracks progress across programmes, partners, and outputs, while also ensuring that reporting remains structured and efficient. The evaluation team received updated versions of MEL documentation<sup>52</sup> and confirms as is described in the ‘Effectiveness’ section above that the AB results framework is detailed, clear and fully functional with the required data updates.

**Although some refinements are underway,** the Secretariat emphasised that the M&E tools have made it easier for staff to document activities, measure outcomes, and identify areas for improvement. At the same time, they acknowledged that the system is time-consuming. This is ‘natural’ trade-off for maintaining detailed, high-quality monitoring and accountability across such a large and complex network.

**The AB Secretariat noted ongoing reflection on new ways to disaggregate** existing data to enrich analysis and deepen understanding of user and contributor dynamics. One idea under consideration is to analyse data by the age of research paper authors - to explore engagement by age group with AB’s outputs. However, they recognise that such an approach may be difficult to implement due to the lack of available and reliable source data on authors’ demographics.

**In summary,** AB’s MEL system is functioning appropriately, supporting efficient reporting and progress tracking, even as the organisation continues to fine-tune its tools for greater ease of use and responsiveness. At the same time, AB is exploring creative avenues for more granular data analyses. Feasibility constraints, particularly regarding external datasets, may limit the implementation of granular analyses.

#### ***A more granular Theory of Change to strengthen AB’s MEL work***

The current Theory of Change (ToC)<sup>53</sup> is sound but oversimplified, failing to capture key intrinsic nuances in ABs operations. In the evaluation team’s in-country workshops with the NP teams, it was agreed that the present ToC would merit strengthening to become not just a general reflection of bigger line change processes, but to become an active tool in the AB’s daily work. A revised approach could strengthen AB’s ToC by elaborating intermediate outcomes and explicitly articulating expected pathways of change. A current key limitation is the assumption that all actors will utilise data

---

<sup>52</sup> 2025 Workplan\_Consolidated\_approved by the board; ACTIONS TRACKER-Sida Formative Evaluation (2021); Citations of external publications\_mid2025\_2024\_2023; RBM frame AB 2023-2032 Strategic Plan Results Framework\_03Mar25 – reviewed & validated\_Final.

<sup>53</sup> See discussion in section 1.6 above.

uniformly, when evidence suggests a range of different usage patterns across stakeholder categories.

The evaluation team met informants wanting AB to be more proactive in outreach to a wide variety of audiences from AU to the rural areas, packaging AB data to match various needs and providing training and exposure for added uptake and resulting change. This could, however, be a slippery slope for a data producer that wants to be considered independent, which is at the very core of what AB identifies as the secret source in their operation: Trust. It has taken 25 years to build it and if they lose it, they are risking to lose a lot of the foundation they have built.

This is where an improved and more detailed ToC is recommended, which will allow for a better understanding of how different stakeholders want/need their data, and then AB can try to identify partner organisations that become links between them and the users. In this way AB can keep their independence secure, while finding ways of ensuring that their data is more widely used. This can also, possibly, help AB to identify champions within and among their stakeholders.

A more granular ToC could also strengthen AB MEL work and enable AB to measure desired effects systematically. By unpacking expected pathways of change, AB can establish feasible performance indicators (mainly qualitative based on deductive reasoning) aligned with strategic objectives. An actor-based approach would clarify target group specific engagement strategies, tune communication to stakeholder needs, align with organisational capacity constraints, and enhance outcome-level performance.

This refinement would also make better use of existing data sources. Meltwater data, for example, can systematically capture outreach activities, enable country-specific tracking, and facilitate semi-annual outcomes assessments through standardized feedback mechanisms for specific actors. Established methodologies such as Outcome Harvesting and Contribution Analysis could guide this process should it be needed. Another benefit from this kind of approach can be that it contributes positively to other donor requirements and can thus be used proactively in the fundraising operations.

### ***Donor Accountability and Reporting***

In their ongoing reporting, AB has been found to be consistently systematic by building their Annual Technical Reports (2023-2024) on the basis of its strategy and taking the results framework's five strategic outcome areas as point of departure. The reports provide solid and in-depth information while they remain sufficiently concise to serve the intended audiences. The target audience of AB's '*Annual Technical Reports*' consists of 'AB's stakeholders'. Sweden annually receives the consolidated '*Annual Report and Financial Statements*' which includes the narrative report and the audit report. This consolidated report is commonly discussed in bilateral 'Annual Review Meetings' in March-April in the year following the year covered by the report. It has

become clear to the evaluation team that the Eos (Sida) has usually been satisfied with the quality of the *Annual Report and Financial Statements*. This also shows from the minutes of the meeting on April 2, 2025, when the 2024 ‘Annual Report and Financial Statements’ was tabled.

The EoS in Addis Ababa regards AB as a trusted, neutral, and professional partner, well aligned with the ‘democracy objectives’ of Sweden’s international (development) policies, particularly in the current context of shrinking civic space. Other key values include AB’s alignment with Swedish priorities, high reporting standards, transparency, and potential for technological innovation. This makes AB highly relevant to Sweden’s ongoing regional Africa Strategy<sup>54</sup>.

At the same time, Sweden is concerned about AB’s potential to access sustainable funding and has pointed out the requirement that AB is working towards securing diversified income streams.

EoS commended AB’s operational efficiency, timely and concise reporting, and transparent financial management, which was found to present excellent quality, being concise, and transparent. AB’s results-based approach corresponds well with Sida’s increasing emphasis on outcome-level reporting and impact tracking. The audit findings and Sida inspections confirmed high transparency and accountability, and the EoS expressed appreciation for AB’s communication and responsiveness, highlighting their openness to feedback and their ability to adjust to Sida’s evolving reporting standards.

As discussed below, the AB programme officer mindful that AB at the close of 2024 needed to produce no less than 22 Annual Reports and one Annual Technical Report urged AB’s donors harmonise reporting formats and coordinate reporting efforts to reduce duplication.

### 3.3 EFFICIENCY: HOW WELL ARE RESOURCES USED?

This evaluation was not tasked to conduct a financial audit or value for money assessment. The annual audits already cover Sweden’s and the EoS needs to receive financial documentation. The findings in this section are based on the evaluators’ desk review, and their interviews with AB, its stakeholders and its donors.

***EQ 2: Could the intervention deliver results in an economic more time-efficient way?***

AB's operations follow annual work plans which are aligned with donor agreements including the agreement concluded with Sweden. Donors including Sweden consider AB as a reliable and professional partner. A bilateral partner in Ghana described CDD/AB as fully compliant and consistently high performing, with only minor delays at rare occasions. The Addis Ababa EoS programme officer voiced the same experience. Another bilateral donor based in Ethiopia acknowledged AB's methodological rigour and administrative efficiency, noting that "few grantees match this level of clarity and professionalism."

A multilateral organisation in Mozambique highlighted the challenge of AB's financial dependence and the difficulty of accessing diversified funding. However, it was noted that AB could explore possibilities to obtain targeted financial support through coordination with heads of development cooperation heads. Such targeted funding may especially be useful to cover AB's dissemination activities, provided it fits existing financial frameworks.

***Measures Ensuring Efficient Use of Resources***

AB applies a structured, transparent, and performance-based system to ensure optimal use of human, technical, and financial resources.

- Financial efficiency: Approximately 70% of the total budget is dedicated directly to data collection, with the remainder allocated to coordination, analysis, and dissemination. Annual NP workplans form the foundation for budgeting, requiring detailed justification of all funding requests. Payments are strictly linked to verified deliverables, which must be uploaded and approved before release (as elaborated under the MEL section in the effectiveness section).
- Procurement and cost control: AB conducts competitive bidding for NP selection every three Rounds and for all service contracts above \$10,000, ensuring open competition and value for money. Multiple service providers—such as travel agencies—are often used to secure the lowest cost.
- Oversight and accountability: Both internal and external audits are conducted regularly. Progress is closely monitored against contractual deliverables, with payment suspensions only in rare cases of delays or non-compliance.
- Funding flexibility: The diversity of AB's funding base, including core support from Sida and project-specific grants from partners like GIZ, enhances stability and allows responsive resource allocation across activities.

Together, these mechanisms strive for efficient, transparent, and accountable management of AB's human and financial resources while safeguarding methodological and operational quality.



### *Could Outputs Have Cost Less in Time or Resources?*

AB has taken practical steps to increase cost-efficiency without compromising data quality or methodological rigour. Examples including their challenges are:

- **Smarter event planning:** The Secretariat has begun grouping events and missions to optimise travel and logistics, reducing expenses while maintaining productivity. Similarly, online monitoring and training via platforms like Zoom have replaced some in-person activities, cutting costs and improving flexibility for National Partners.
- **In-house production:** The communications team has shifted from outsourcing to in-house content creation, achieving significant savings while maintaining visibility and quality.
- **Digital transformation:** Moving primarily to digital data collection and dissemination has reduced the need for printed materials and logistics, lowering operational costs.
- **Structural constraints:** Some expenses, however, are inherently fixed. Fieldwork across vast and remote regions remains resource-intensive, and experienced field staff must be retained to safeguard data quality. Continuing high inflation rates in quite a number of countries on the continent have strained budgets, limiting opportunities for additional cost reduction.
- **Quality–efficiency balance:** Both the Secretariat and the Centre for Democratic development (CDD) point out that while efficiency is essential, cutting costs beyond a certain point could risk undermining quality. Data reliability, methodological consistency, and credibility are considered non-negotiable.

**In summary,** AB demonstrates proper cost awareness and adaptive management, achieving efficiency gains where possible while upholding the integrity of its flagship, the face-to-face data collection model. While fieldwork is expensive, AB has informed the evaluation team that quality face-to-face interviewing remains irreplaceable in order to obtain authentic citizen data. It was suggested that efficiency gains are possible by careful integration of digital tools with ‘traditional data collection approaches without compromising representativeness.

### *Impact of Network Expansion on Scope, Efficiency, and Cost*

AB’s growth over the past 4–5 years has significantly expanded its operational reach and data coverage. This has also come with higher costs and logistical complexity. As the network of participating countries continues to grow, so do expenses related to fieldwork, training, and data processing. Broader scope simply means greater investment in coordination, quality assurance, and partner support.

AB staff informed the evaluation team that while this expansion enhances representativeness and continental impact, it also strains available resources. This is



particularly the case in challenging contexts such as Burundi and Somalia, where data collection is costly or unfeasible due to insecurity. To manage a balance between ambition and affordability, AB relies increasingly on a diversified donor base, which offers flexibility to sustain operations across varied environments.

### ***Impact of varying donor reporting regimes on Secretariat workload***

While AB is right to diversify its funding sources, diversification also creates challenges. They have up to 22 donors<sup>55</sup>, of which many demand that AB applies donor-specific reporting and audit formats and timelines. This requirement results in a heavy administrative burden on AB's slim secretariat. AB stated that they are coping by reusing much of their substantive documentation but pointed out that the different audits are particularly demanding.

These issues were also referred to by the AB Secretariat and the EoS staff responsible for AB in conversations with the evaluation team. It should be noted that in 2021 Sweden chose to provide a major contribution ('basket or core funding') towards the realisation of AB's 10-year strategic plan<sup>56</sup> with a lean reporting agreement. Required are annual budgets and work plans, and annual reports<sup>57</sup>. After having continuously funded AB since 1999, Sweden had gained the trust required for such an arrangement.

During the past years the EoS has worked with and tried to convince a number of AB's other funding partners to consider such a 'basket funding' arrangement. As yet, no other donor has engaged in such an arrangement.

## **3.4 SUSTAINABILITY: WILL THE BENEFITS LAST?**

The Evaluation Steering Group (ESG) requested the evaluation team to add ten evaluation questions related to sustainability at the time the draft inception report was discussed. Mindful of the need to deliver a useful evaluation report, the team accommodated the request which obviously had an impact on data collection and reporting. The addition of these evaluation questions also resulted in some unavoidable repetition of findings in this section of the report since the team ensured to cover all questions.

<sup>55</sup> As referenced in the AB 2024 Annual report's section 1.5.9

<sup>56</sup> See section 1.1.1 above with details.

<sup>57</sup> Ibid. and Section 3.2.2 above.

***EQ 5: To what extent will the benefits of the intervention continue, or are likely to continue?***

AB's leadership has set a clear sustainability roadmap anchored in financial resilience, institutional independence, and strategic diversification.

- **Financial resilience:** The Resiliency Fund is being expanded to serve as a financial buffer against short-term disruptions, while an Endowment Fund is planned to secure AB's long-term independence and operational stability. The Resilience Fund is meant to match a full year cost of driving AB, whereas the Endowment Fund is meant to be of a size for AB to be funded from interest. When successful, this would make AB fully self-sustainable.
- **Governance and management:** A new standing Fundraising Committee will replace ad hoc efforts, supported by the Governance and Nominations Committee, to ensure sustained and strategic resource mobilisation. Management has been tasked with strengthening the fundraising function, aligning budgets and staffing, and leveraging Board and Advisory Council networks through a structured stakeholder roadmap.
- **Private-sector engagement:** AB is developing a targeted private-sector strategy, built around tangible, data-based products – such as dashboards, governance and risk briefs, and citizen sentiment reports – relevant to businesses and investors. Planned roadshows across Africa and partnerships with chambers of commerce and multinational headquarters will pilot this approach, alongside efforts to mobilise diaspora philanthropy and corporate contributions. Safeguards will ensure that all collaborations preserve AB's independence and integrity.
- **Sustainability through standards:** National Partners, including CS Research in Mozambique, emphasised that AB's rigorous, standardised methodology remains its strongest asset and a key factor underpinning the sustainability of its presence and credibility across Africa.

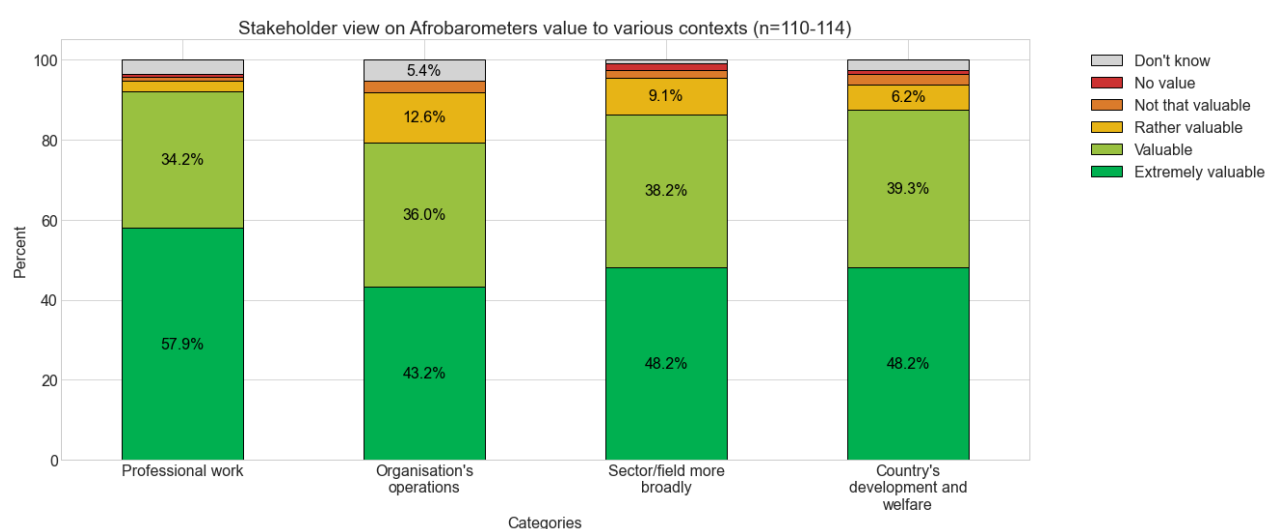
Together, these measures position AB to sustain and expand its impact, combining financial innovation with methodological strength and a growing continental footprint.

***Changing Demand and Use of AB Data***

Over recent years, demand for AB data has grown steadily, mirroring both its enhanced accessibility and its rising reputation as a trusted public evidence source. The Secretariat and CDD report that online downloads continue to increase, as tracked in the organisation's results framework. This reflects a widening user base made possible by digital access and the open availability of data, which have made AB a key reference for researchers, journalists, and youth-led organisations alike.

Figure 17 based on the results of the online survey (see Annex 6) shows the stakeholder views on AB's value regarding 'professional work', the 'organisation's operations', the field more broadly and finally in terms of the value towards the individual country's development and welfare. More than 80% of the respondents consider AB to be extremely valuable or valuable, indicating a very strong recognition of the organisations and its work.

**Figure 17 Stakeholder view on Afrobarometer's value to various contexts.**



In Senegal, a CSO described AB as an indispensable, long-term institution that strengthens democracy and civic engagement. In a context where both civil society and the media remain fragile, AB's independent data collection plays a vital role in sustaining informed public debate. The organisation linked AB's continued relevance to its visibility and engagement, recommending that it maintain a strong public presence, particularly among young people and local decision-makers. They proposed more regular dissemination through national panels, local government dialogues, and public conferences, as well as closer collaboration with universities through research grants, fellowships, and data-use training. They also highlighted the importance of social media outreach, data presented in accessible formats such as infographics or short videos, and local-language communication to ensure that citizens across different contexts can engage meaningfully with AB findings. Above all, they emphasised that AB's credibility rests on the continued rigour and inclusivity of its methodology.

In Mozambique, a government institution met by the evaluation team recognised the potential of AB data but admitted that it remains underused compared to other sources such as the World Bank or donor-funded surveys. While they see clear benefits in AB's citizen-based evidence, they argued that dissemination remains the key challenge. Wider communication and more systematic engagement with government institutions could ensure that AB's findings inform planning and policy decisions more effectively.

Taken together, these perspectives suggest that while AB's reach and reputation have expanded, while its visibility and integration into policy processes still vary across

contexts. Civil society and academia are increasingly active users, but government uptake remains limited. Sustained demand for data and progress of data upkeep by stakeholders will depend on keeping the data accessible, relevant, and visible. Deepening and sustained engagement of and with stakeholders will help to connect AB's evidence directly to the decision-making spaces where it can drive change.

### ***Safeguarding independence amid rising state control and shrinking civic space***

The AB Survey Manual and Fieldwork Protocols clearly outline that before fieldwork in a new country, AB ensures obtaining basic national clearances, typically engaging the National Statistics Office for sampling data, notifying relevant ministries and local authorities, and securing ethics approval where required. These steps facilitate safe, smooth fieldwork while maintaining Afrobarometer's full independence and avoiding any government influence on survey content or findings. However, as political fragility and state control increase across Africa, AB faces growing pressure to protect its independence. These challenging contexts can also impact on the sustainability of AB's public opinion surveys.

In Mozambique, dynamics with the National Institute of Statistics (INE) and Statistics Portugal illustrate both AB's value and its vulnerability. While both institutions acknowledge AB's methodological strength and comparative data, they are seeking stronger oversight – from indicator design to fieldwork and final validation. Calls for the INE president to co-sign future AB reports highlight the risk of institutional or political gatekeeping, which could compromise AB's autonomy. Although INE and Statistics Portugal also cite limited feedback and weak local dissemination by the present National Partner – areas where stronger engagement could build trust – any collaboration must safeguard AB's ability to collect and publish data freely.

A parallel challenge is the erosion of information integrity. A Mozambican communication specialist noted that data are often uncredited, repackaged, or distorted across online platforms; misinformation – accelerated by artificial intelligence (AI) and commercial content – risks obscuring AB's evidence. She urged AB to reinforce its visibility and authority as a trusted source of transparent information.

Together, these perspectives underscore dual pressures: state actors seeking greater control and an information ecosystem that easily dilutes credibility. Protecting independence while adapting to these realities remains essential for AB to continue serving as Africa's most trusted voice of the people.

### ***Balancing growing demand and shrinking resources: sustaining impact amid financial constraints***

Across stakeholders, there is a shared recognition that tightening funding in the development landscape presents both a challenge and an opportunity for AB and its partners. A Ghanaian youth CSO viewed the funding halt as a wake-up call – an urgent

reminder that sustainability must become integral to democratic and civic work. Like many CSOs, they see this as a call to build long-term, self-reliant systems rather than depend indefinitely on external donors. A foreign radio service in Ghana similarly noted that AB's independence is strengthened by its non-reliance on government funding, though suggested exploring tiered access models – where expert or institutional users might pay for premium data services – to support financial sustainability without compromising public access.

For the youth CSO, the experience of working with the online repository highlighted some barriers to easy data use, pointing to the need for more user-friendly tools and guidance for new or less technical users. Meanwhile, another Ghanaian CSO anticipated that the demand for AB data will only grow as politics across Africa become increasingly dynamic and evidence-based decision-making more critical. They emphasised that in the wake of funding reductions - such as the withdrawal of USAID support - CSOs must evolve, becoming more professional and strategic in how they use data to influence policy. As financial pressures rise, the value of reliable, accessible, and independent data becomes all the more essential for sustaining informed, democratic governance.

***Strengthening Afrobarometer's institutional backbone: enablers of sustainability and the constraints ahead***

AB's institutional strength and sustainability rests on a well-defined governance framework that combines strategic oversight, expert guidance, and operational discipline. According to the Chair of the Board, the key enablers include the active engagement of AB's governance bodies – the Board, the IAC, and the Central Management Team – each playing a complementary role in ensuring the Network's coherence and credibility. She described the IAC as “a very powerful and influential organ,” whose members, including senior African and international figures like a former African President, and a former US ambassador use their networks to reinforce AB's position both within Africa and globally.

She further highlighted the Board's rigorous approach to recruitment, ensuring diversity of perspectives and the right mix of technical and strategic expertise. This has fostered dynamic debate and effective decision-making, such as the establishment of a standing Fundraising Committee to secure long-term financial stability. The continued involvement of AB's founders also provide institutional continuity and mentorship. While she noted that leadership brings additional administrative responsibilities, these are mitigated by strong internal support systems, an efficient onboarding process, and collegial collaboration, resulting in “continuous opportunities for improvement rather than constraints.”

From an external perspective, a Ghana-based international CSO commended AB's structure, which enables national representation without the need for permanent offices in each country. However, they cautioned that this decentralised model carries inherent risks, including limited direct control over National Partners. They emphasised the importance of robust tendering, due diligence, and clear accountability mechanisms to maintain quality and integrity. Despite these challenges, the outsourcing approach was seen as cost-effective and helps to serve AB's continental mission efficiently and sustainably.

***What are the lessons learned from outreach to foundations, corporate and private sector donors, and multilaterals, as well as bilateral donors?***

Fundraising in AB has traditionally been handled by the Secretariat's Resource Mobilization and Partnerships Unit. The AB CEO, based in the USA, has taken over the leadership and has found an increase in funding as a result: it is easier to get a meeting with a CEO as a CEO than as a head of a fundraising department. Furthermore, the IAC is instrumental in facilitating connections between AB and potential funders.

As mentioned earlier, AB successfully manages the retention of their presently around 22 different funding partners, which include bilateral and multilateral donors, foundations and philanthropic institutions. Engaging with different donors and supporters is demanding, but a diversified funding base is advantageous with respect to assure sustainability.

Despite Corporate Social Responsibility as good practice in the private sector accelerated around year 2000, it has been complicated to get corporate and private sector donors on board as they on the one hand require continuously updated data<sup>58</sup>, on the other they would require targeted data sets. This the AB Board is working on providing. The AB African/private sector strategy includes in 2026 an African roadshow with breakfast briefings hosted by firms; where promising contacts are created business leaders can be invited onto the International Advisory Council. Moreover, AB will continue calling for sponsorships of for instance flagship report launches encouraged by a successful experience having MTN/Safaricom co-hosting the most recent launch.

---

<sup>58</sup> On a weekly basis rather than AB's rounds taking place every 2-3 years.

### ***Mobilising African resources for African data: challenges, opportunities***

Securing sustainable funding from African sources remains one of AB's most persistent challenges – yet also one of its greatest opportunities for long-term independence. The AB Secretariat acknowledged that tapping into domestic and regional funding streams has proven difficult. Beyond the Mo Ibrahim Foundation<sup>59</sup>, few African philanthropies or private actors have engaged meaningfully, largely due to political sensitivities. Many corporate leaders and 'high-net-worth individuals' avoid governance-related causes that might expose them to perceived political risks. The Secretariat also noted that the recent USAID funding cut, representing around 10–15% of AB's total budget, has amplified the urgency to diversify its funding base.

The Board Chair confirmed that a structured response is underway. Management is developing a private-sector engagement roadmap, including stakeholder mapping and targeted roadshows across five African countries in 2026. The strategy focuses on identifying platforms such as the Nigeria Economic Summit Group and national Chambers of Commerce as key entry points for collaboration. These engagements aim to demonstrate the tangible value of AB's data to the business community – linking governance, stability, and market predictability.

With respect to increasing the prospects for AB's sustainability, the path forward lies in building value-driven partnerships that connect AB's data to business, civic, and academic applications – making a clear case for why investing in reliable African data ultimately strengthens African economies, governance, and societies themselves.

### ***Building fundraising muscle across the Network: strengthening National Partners' capacity for resource mobilisation***

Traditionally, National Partners (NPs) were not expected – and in some cases they even believed that they were not permitted – to engage in independent fundraising. Resource mobilisation has been managed centrally by a dedicated AB team, working under the guidance of the CEO and Board, to ensure coherence, quality control, and protection of AB's independence.

A few exceptions have occurred: for instance, Ugandan partners made ad hoc efforts to secure funds during an exceptional shortfall, though these were not from African

---

<sup>59</sup> The Mo Ibrahim Foundation is an African governance-focused organisation that promotes leadership, accountability, and data-driven decision-making across the continent. It partners with Afrobarometer to support high-quality public-opinion research and strengthen evidence on governance and citizen experiences in Africa. <https://mo.ibrahim.foundation/>



sources. Other NPs have expressed interest in approaching national governments, but such initiatives remain outside the current funding model to avoid potential political interference.

However, AB's funding approach is beginning to evolve. As part of the planning for Round 11, the AB Secretariat intends to encourage NPs to identify and signal potential complementary funding opportunities – within clear ethical and operational boundaries. This marks a gradual shift toward shared responsibility and local initiative in sustaining AB's financial resilience.

***Tackling the 'free rider problem': ensuring shared responsibility for sustaining Afrobarometer as a continental public good***

AB acknowledges that its open-access to information model, while essential to its mission, creates a "free rider" challenge, as many governments and institutions use its data extensively without contributing to its production or dissemination. AB's leadership, however, does not see this as a problem, but rather as a natural feature of providing a public good that informs better policies and democratic accountability.

The AB CEO views this widespread use as an entry point to encourage contributions rather than a loss, arguing that the credibility and visibility gained through open access strengthens AB's leverage in fundraising discussions. Both the CDD and AB Secretariat described AB's work as a "goodwill service," noting the difficulty of monetising data intended for public benefit. Still, they see potential in reframing the data as part of corporate social responsibility – an approach that could attract private-sector actors wishing to support governance, transparency, and citizen engagement across Africa.

***Assessing the effectiveness of the International Advisory Council (IAC): technical guidance, leadership transition, and strategic advocacy for Afrobarometer***

The IAC is AB's high-level strategic engagement and fundraising support entity and consists of extraordinary individuals such as a former African President and former US Ambassador<sup>60</sup>. The IAC meets annually to review findings/next year plans. The individual members make their global networks available to AB and for instance proactively ensure AB's participation in high value events or meetings with potential funders, securing both visibility and potentially new funders (e.g. facilitating White House briefings; links to Mo Ibrahim Foundation, Nordic funders).

---

<sup>60</sup> <https://www.afrobarometer.org/about/our-network/governance/international-advisory-council/>



The AB CEO stresses that the IAC members are of important value to the AB: they open doors exactly when it matters, and act as advisers to the AB Board. In the latter role they recently significantly reshaped the AB Board composition (including two under-30 year members) and support recruitment of senior staff members to the AB Secretariat occasionally joining panels. The IAC has been pivotal in building AB's Board and senior staff recruitment.

***Looking beyond 2025: evolving Afrobarometer's resource mobilisation strategy amid new opportunities***

The AB Board Chair envisions an ambitious but attainable evolution of AB's resource mobilisation strategy beyond 2025— one that secures long-term sustainability while expanding the organisation's influence across policy, academia, and governance. She already sees AB shaping multilateral strategies and academic research, and her goal is clear: that “no one can speak about Africa without referencing AB.”

Over the next five years, her priority is to free AB from funding uncertainty by substantially expanding the Resiliency Fund and embedding AB's data as a habitual reference point across governments, national statistical systems, multilateral institutions, and corporate boardrooms. Looking a decade ahead, she aims for a fully operational Endowment Fund, generating stable returns to underwrite independence and continuity. By then, AB should stand as the continent's trusted, indispensable source of citizen evidence – informing every major conversation about Africa's governance, democracy, and development.

## 4 Evaluative Conclusions

### 4.1 RELEVANCE AND COHERENCE

AB is highly relevant considering the dynamics of the African context and its strategy is coherent with the need for public opinion information. It is widely regarded as Africa's leading source of independent, citizen-based public-opinion data, unmatched in scale, methodological rigor, and comparability across more than 40 countries. Its design and thematic focus respond well to user needs, providing credible insights that complement official statistics and are routinely applied in policymaking, advocacy, programme design, journalism, and public debate.

AB's survey model is coherent, balancing continuity with responsiveness to emerging priorities, and addressing key issues such as democracy, governance, service delivery, climate, gender-based violence, and sexual and reproductive health. This responsiveness enables AB to track shifts in public sentiment and support early-warning analysis—particularly valuable in a context of democratic backsliding and shrinking civic space. Widely perceived independence, transparent methods, gender-balanced sampling, and continuous quality improvements reinforce AB's credibility. Stakeholders consistently view it as an essential platform for evidence-based governance and accountability.

AB aligns well with Sweden's Regional Africa Strategy, advancing priorities on democracy, human rights, gender equality, transparency, and evidence-based governance. Overall, AB's Theory of Change remains sound (but with room for refinement): independent citizen-voice data contributes meaningfully to public dialogue, policymaking, and accountability. AB's ability to remain relevant and coherent depends on how it can broaden its survey reach and dissemination of data, improve the timeliness of the Survey Rounds including dissemination of results, deepen engagement with the African Union, and ensure better reach to marginalised groups.

### 4.2 EFFECTIVENESS

**AB's effectiveness** is evidenced by ubiquitous use of its information across UN agencies, governments, parliaments, academia, media, and civil society – well beyond what formal tracking captures. Even in restrictive contexts, leaders seek AB briefings because transparent, high-quality methods make AB's findings hard to dismiss and reputationally costly to ignore. Results vary by country and stakeholder group, but AB consistently bridges research and policy, informing programmes, debates, and

accountability with citizen-voice data. Organised around the five pillars Gather, Analyse, Inform, Build, and Thrive, the intervention has largely delivered, while timeliness and outreach remain uneven. Overall, AB is achieving its objectives: turning rigorous, comparative evidence into influence on policy and public discourse across Africa.

**Gather:** High-quality, relevant, timely, accessible data. The intended results have been largely achieved, with different contextual constraints.

AB completed Survey Round 10 in all but one of the targeted countries, adapting its data collection approach including accepting sample limitations where insecurity challenged or halted fieldwork. Core standards such as face-to-face interviewing, representative probability samples, gender parity, and transparent documentation were maintained. Demand for data continues to rise. . Timeliness improved overall (several countries completed analysis/first dissemination on time), though delays in some contexts reduced policy relevance. Phone surveys are rightly treated as complementary to, but a substitute method for face-to-face surveys to preserve representativeness and depth; a hybrid research toolbox is emerging that balances resilience, cost, and quality. AB has maintained the gold-standard face-to-face survey model while systematising contingency protocols (hybrid/phone/remote quality assurance) and minimum timeliness targets to protect policy usefulness.

**Analyse:** State-of-the-art research informing policy. The intended results demonstrate strong performance with clear over-achievement against targets.

AB's analysis is widely viewed as credible, independent, and uniquely African. Usage indicators have significantly exceeded those that were intended/planned (e.g. requests for analytical assistance and citations in official/academic documents far above targets), reflecting the value of comparative, time-series evidence on democracy, governance, economy, climate, gender-based violence, and Sexual and Reproductive Health and Rights. Expanded language/useability features (local-language interviewing; clear metadata) strengthen trust and interpretability; stakeholders ask for more visual guidance to speed up uptake. AB has deepened issue-specific analytics and ready-to-use products (scorecards, "chart packs"), while preserving methodological transparency that underpins trust.

**Inform:** Profile raised, audiences understood and needs met. The intended results present high but varying levels of output and reach.

AB substantially exceeded planned dissemination targets (events, dispatches, signature products, media and social engagements). Meltwater data show growing visibility. Communication remains too urban and elite-centred in several contexts (notably parts of Lusophone/Francophone Africa); long and difficult to understand reports means

slow uptake; and publication lags blunt relevance for fast-moving policy debates. National Partners' contractual dissemination minimums are helpful but insufficient where partners lack resources/mandate.

**Build:** Capacity in survey research and data use. The intended and accomplished results show that the component is strong and valued, with scale-up and targeting needs.

AB's capacity building (summer school, regional CSO/journalist workshops, university outreach, online modules) is consistently rated highly and has exceeded output targets. Stakeholders particularly appreciate capacity building activities such as strengthening data literacy, evidence-based journalism, advocacy, and teaching. Gaps persist: uneven awareness among youth and women researchers; francophone coverage; and deeper field ethics/method training<sup>61</sup>. Earlier capacity-building was ad hoc; the new strategic plan brings multi-year tracks (internal/users/analysts), clearer deliverables, better onboarding and post-event support. This is an appropriate course correction.

**Thrive:** Resources, partnerships, and institutional capacity. The intended and accomplished results show that AB is progressing, but financial resilience and continental positioning are relatively weak.

*Resources.* Donor retention is high (86%), but core/basket-funding targets were not fully met in the period 2023–2025. AB has developed and is implementing a resilience strategy. The strategy consists of diversified grants, creating a Resiliency Fund, planning an Endowment Fund for self-sustainability, strengthening outreach to African businesses, and tapping into embassy/donor co-funding). These are well-judged steps which safeguarding independence while diversifying revenue becomes paramount.

*Partnerships.* Strategic partnerships (with African Union bodies, like the Pan-African Parliament (the legislative body of the African Union) CSO networks, universities) are on track. However, weak engagement with the African Union hampers policy conversion of AB's data and utilisation of its policy papers.

*Institutional capacity.* Staff performance exceeds targets; professional development greatly expanded; succession planning in place. The rebidding policy for National Partners strengthens quality and accountability but increases administrative load and

---

<sup>61</sup> Field ethics training includes enhanced, practice-oriented preparation that equips staff to navigate real-world ethical dilemmas in the field — including power dynamics, consent, safety, data integrity, and do-no-harm principles — with confidence and informed judgment.

risks temporary visibility gaps when partners change. Governance reforms since 2021 have enhanced clarity while preserving network agility. Remaining role ambiguities are slated for the upcoming review of AB's Strategy.

### **Crosscutting: MEL and Theory of Change**

AB's integrated MEL system is deemed strong and has continuously improved. It supports credible reporting and learning, albeit with substantial costs. A more granular, actor-differentiated Theory of Change would strengthen outcome tracking and strategic focus: specify intermediate outcomes by user group, define audience-specific engagement pathways/indicators, and leverage tools like Outcome Harvesting and Contribution Analysis.

## **4.3 EFFICIENCY AND SUSTAINABILITY**

AB is an efficient user of resources. Routine annual work planning and reporting across donor agreements provide structure and transparency. Donors consistently highlight AB as a compliant, technically strong, and administratively competent partner, with only occasional minor delays reported.

Procurement and financial management systems are clearly defined: approximately 70% of the budget is dedicated to survey implementation, National Partner workplans must justify requested funds, and payments are contingent on verified deliverables. Competitive tendering, internal and external audits, and performance-based contracting safeguard value for money.

Cost-awareness is evident across operations. AB works to minimise costs through reducing travel costs, replace outsourced content with in-house production, and established a good level of online monitoring, training, and dissemination. The move toward digital tools has produced some efficiencies, though core face-to-face data collection remains essential, especially in rural and low-connectivity areas. It is inherently costly. High inflation rates continue to pressure budgets. AB and partners justifiably reiterate that efficiency gains cannot come at the expense of data quality, representativeness, or independence which are central to AB's credibility.

Network expansion has strengthened continental reach, but created pressure on coordination, quality assurance, and field costs. While expansion enhances relevance and value, it also increases operational complexity and risk. Moreover, reliance on multiple funders comes with administrative burdens. Although reporting is largely standardised, diverse audit and reporting requirements by funders strain AB's comparatively small Secretariat. Some donors, notably Sida, have eased this burden through simplified arrangements; efforts to establish broader pooled funding have, so far, been unsuccessful.

Overall, the evaluation finds AB's operating model cost-conscious and proportionate to its mission, with clear mechanisms for accountability. Efficiency gains are possible through continued selective digitisation, better sequencing of fieldwork and dissemination, and stronger donor harmonisation.

AB is taking credible and proactive steps to secure its long-term sustainability, anchored in financial resilience, institutional independence, and strategic diversification. Major developments include the expansion of a Resiliency Fund and plans for an Endowment Fund that would ultimately fund core operations through investment income. To strengthen resource mobilisation, the Board has established a standing Fundraising Committee, complemented by governance support from the Board and International Advisory Council, whose members significantly enhance AB's visibility and funding access.

A key sustainability priority is diversification beyond traditional development partners. AB is developing a private-sector engagement strategy centred on tailored products and intends to test targeted outreach through regional roadshows and collaboration with business associations. Political sensitivity remains a constraint for private-sector philanthropy in governance-linked sectors, but progressing access to African philanthropic institutions (e.g., Mo Ibrahim Foundation) demonstrates opportunities.

Maintaining independence is essential to AB's sustainability. Rising state pressure – particularly attempts by national statistics offices to influence AB's instrument design, fieldwork, or sign-off processes – poses real risk. AB's response has been to clarify collaboration boundaries while preserving full autonomy over methodology and publication. At the same time, misinformation and data misuse demand stronger brand recognition to protect credibility.

Sustainability also depends on continued methodological rigour and National Partners capacity. AB's standardised approach and rigorous vetting of National Partners underpin confidence. It is clear that decentralisation requires ongoing investment in partner oversight, technical training, and financial management. Plans for National Partner participation in complementary fundraising within defined safeguards reflect a pragmatic future direction.

Demand for AB data continues to grow among academia, CSOs, media, and multilateral actors in Africa and globally. Government uptake varies but remains a strategic priority. Sustaining and expanding this value proposition depends on widening dissemination (especially outside capitals), improving data accessibility, and tailoring products to user needs.

Overall, AB exhibits strong institutional fundamentals and a clear path toward long-term sustainability. Continued donor confidence, private-sector engagement, African

Union-level presence, and enhanced dissemination are critical enablers of sustaining and scaling its role as Africa's leading 'voice of citizen evidence'.

# 5 Lessons Learned

## 5.1 AB - A HIDDEN TREASURE?

Working with AB has been an inspiring process for the evaluation team. Unfolding all that is presented above has been powerful, providing the basis for changing African narratives – and in perspective, African realities. To be a part of this is appreciated by the different segments of AB's stakeholders – both traditional (government, academia, media, CSOs) and newer (youth, women, rural communities). They are offered free access to information and capacity building. Citizens including minority groups have gained visibility through the data collected and disseminated by AB and its partners.

## 5.3 ORGANISATIONAL STRENGTH AND RIGHT PEOPLE

Through the evaluation team's intensive collaboration with the AB Secretariat, their National Partners and Core Partners it has learned that AB has managed to manifest its legacy, credibility and trustworthiness during the past 25 years. The ways in which this has been accomplished including continuous institutional strengthening, engagement and retention of competent staff and engagement of a diverse set of stakeholders may serve as a lesson (and inspiration) for institutions that operate in challenging contexts.

## 5.3 AB AND SOCIAL NORMS CHANGE

It is generally acknowledged that social norms change is at the root of societal change and development. Whereas AB is 'in the business' of data provision and evidence, AB contributes importantly to the fabric of real change in the following ways:

- **Making social norms visible:** AB exposes what people actually think and do — not just what policymakers assume. This visibility sparks debate, shifts narratives.
- **Challenging assumptions and myths:** Data that contradicts elite or donor beliefs can push actors to rethink policies and messaging.
- **Equipping reformers with evidence:** Civil society, journalists, and reform-minded policymakers use AB data to advocate for change, obtaining legitimacy and leverage.
- **Tracking social norms over time:** By measuring attitudes repeatedly (e.g., on domestic violence, trust, governance, gender equality), AB shows whether norms are moving or not moving and where to focus reform efforts.
- **Creating public debate:** AB's communication often triggers national discussion, which is itself a mechanism for social norms evolution.



- **Influencing donor and government strategies:** Donors increasingly use AB findings to prioritise interventions in governance, gender, digital rights, and civic engagement. This shapes where and how social norms programming is designed

# 6 Recommendations

## 6.1 RECOMMENDATIONS TO EOS

After an intensive four-month evaluation process, the evaluators wish to acknowledge the important and value-based set of decisions the EoS has taken in its approach to funding support to a unique organisation like the AB.

Mindful of the changing funding environment presently – also in Sweden – we want to urge EoS and Sida to consider the following:

1. AB has during the period covered by this evaluation managed to, extraordinarily, expand to the present potentially 42 national partnerships (nations in conflict and war AB cannot plan against) and has importantly strengthened its own institutional resilience in all the ways reported above, has a strengthened and ‘fit for purpose’ board in place and continually fortified the IAC through co-opting high-value persons/Africans. It has overperformed against its own ambitious targets set in its well-managed RBM framework, and the profile and recognition of all that AB stands for has increased continentally and globally during the period evaluated.
2. AB’s leadership has a bold - not just vision but also - operational plan to within 5 to 10 years having both a ‘rainy day’ resilience fund in place (ready to cover a full year of operational AB costs – 0,5 mio USD) and a longer-term endowment fund (50-100 mio USD) of which AB will be able to live from the investment returns generated.

This intention is bold, extremely work-intensive but - with the persons in place in and around AB it is - possible.

This evaluation therefore urges Sweden to NOT follow a possible general reduction of funding arrangements with partners over the coming years, but to – proudly -

***extend the present core-funding agreement at the level it is now for the coming 10 years.***

It has meant the world to the present AB resilient stability, which was not necessarily in the cards not so many years ago. It is expected that the AB management resilience and sustainability plans will be able to take over by then.

## 6.2 RECOMMENDATIONS TO AB

Recognising the seemingly unexpected amount of work this evaluation has represented to the lead figures in the AB, it is the hope by the evaluators that the organisation will find some value in the work and documentation here presented.

### Organisation and partnership strengthening:

4. **Develop a more granular, actor-differentiated Theory of Change.** It would further strengthen existing well managed RBM frameworks with additional outcome tracking and strategic focus: specify intermediate outcomes by user group (ministries, parliaments, media, CSOs, AU organs, private sector), define audience-specific engagement pathways/indicators, and leverage tools like Outcome Harvesting/Contribution Analysis.
5. **Improve data management practices.** While it is recognised that AB only some four years ago moved from being a collaborating network to firm up as an organisation with a secretariat, and that a lot of all the related institutionalisation has impressively followed, the online databases of stakeholders in the 42 partnering countries could benefit from being streamlined and quality secured. It will importantly facilitate your work onwards.
6. **Ensure AB senior full time in-person presence in the AU.** Whereas the evaluation strongly supports AB in your focus on being a data provider (only), we recognise and support recommendations presented to soonest firm up your in-person space in the AU. Having senior AB presence at the centre of African policy making, in an environment gathering African heads-of-state (and others) and with the full global diplomatic corps ‘down the street’, would enhance AB’s continental (and global) visibility, influence and impact, as well as its fundraising leverage.

### Advancing the five strategic outcome areas

4. **AB should deepen gender-responsive and inclusive research - An issue of cross-cutting concern:**
  - Require sector-specific gender analysis in all supported research (beyond “cross-cutting” treatment).
  - Fund clear gender indicators, including on unpaid care, green transition, and digital gender gaps.
  - Support women’s participation in research (e.g. scholarships, mentorships, targeted partnerships).
13. Ensure inclusion of marginalised groups (persons with disabilities, LGBTQ+ people, other) through context-relevant questions.
14. Use research findings in policy dialogue to hold partners accountable for concrete progress on gender equality.

15. **Gather – National censorship risks:** AB must continue to firmly uphold its safeguards against national attempts at censorship or control, ensuring that its methodological rigour, neutrality, and independence remain fully protected.
16. **Phone interviews vs. Face to Face:** There is no doubt that the ‘AB gold standard’ face-to-face method is considered the most effective. The evaluators recommend the following way forward:
  - Continue piloting telephone surveys alongside face-to-face surveys; Maintain parallel testing during R11 until mode effects are fully understood and documented;
  - Develop and finalise a comprehensive Telephone Survey Manual. Use lessons from to standardise sampling, consent procedures, and quality controls for phone surveys across the network;
  - Expand the collection of respondent phone numbers (with consent). Sustained collection in all countries enhances the feasibility of high-quality phone samples, especially where RDD alone is insufficient.
  - Use telephone surveys selectively. Deploy phone surveys where:
    - face-to-face fieldwork is unsafe, restricted, or prohibitively expensive
    - populations have adequate mobile-phone penetration
    - rapid data collection is needed between regular Rounds
    - tracking or follow-up surveys are appropriate
  - Avoid using telephone surveys where representativeness cannot be ensured. Phone surveys should not replace face-to-face surveys when:
    - mobile-phone ownership is low or uneven across key demographics
    - sampling biases cannot be corrected
    - complex or sensitive topics require longer, in-person interviews
    - national regulatory conditions undermine RDD sampling
  - Continue testing for mode effects before mainstreaming. Ensure decisions on future use are evidence-driven, based on comparison with face-to-face results across contexts.
17. **Analyse –Deepen sector-specific and subnational analysis.** AB should consider ways to expand targeted analytical work by sector, theme, and region, to reflect the complexity of country contexts and strengthen the use of citizen data in national policy debates.
  - **Enhance methodological transparency and analytical tools.** Continue investing in high-quality metadata, clear methodological notes, and improved online analysis platforms to support researchers, academics, and policy analysts in generating robust, evidence-based insights.
  - **Strengthen collaboration with academic and research institutions.** Consider ways to formalise and expand partnerships with universities and research centres to co-produce rigorous analyses, innovate methods, and embed AB data in teaching, research, and advanced policy studies.

18. **Inform** – Effective dissemination is at the core of AB’s work and *raison d’être*:

- **Firm up a communication strategy.** The evaluators have found AB to be, indeed, having such a strategy articulated through: the AB Strategy (2023–2032), the Results Framework, National Partner contractual requirements, AB Secretariat operational guidance on dissemination and visibility and the ‘R10 Survey Manual’s section 1.4 ‘Communications Strategy’. Merging all of these in one corporate document, is found to further streamline this important AB engagement area.
- **Prioritise timely, shorter, and more visual products.** Address user demands by producing more infographics, policy briefs, data story-packs, and rapid-release highlights, reducing reliance on long reports and mitigating the impact of publication delays.
- **Continue to strengthen communication capacity among NPs.** Further invest in NPs’ ability to design, package, and deliver high-quality dissemination, critical for countries with limited media freedom and for expanding visibility beyond elite circles.
- **Strengthen targeted engagement with governments, media, and CSOs.** Develop structured briefings for ministries and private-sector actors, deepen collaboration with journalist networks, and partner with CSO platforms to drive consistent uptake and policy influence.
- **Explicitly leverage AB’s unique ability to make social norms visible** in its ongoing work to strengthen partnerships with reform-oriented actors to ensure its data more systematically informs social-norms debates, programming, and policy design across sectors.
- **Localise and diversify dissemination channels.** Strengthen subnational and community-level reach through regional workshops, community radio, and local-language products to ensure rural populations, youth, and women gain meaningful access to AB findings.
  - **Consider ways of working through national evidence intermediaries.** Rather than expanding its own dissemination mandate, AB and its partners should strategically consider ways of working through intermediaries – such as universities and research institutes, media training centres, and CSO umbrella bodies – that already have staff and funding to translate, communicate, and apply survey findings for key audiences (governments, media, CSOs, youth, women, and rural communities), while AB maintains its focus on high-quality data production and methodological independence.

19. **Build (capacity)** – Those who have had access to capacity building activities conducted by AB are satisfied and recognise capacity-building training an essential part of AB’s work (including training of trainers and the development and application of training content). Recommendations are:

- **Internal capacity building** – including continued effective induction and onboarding of NPs and CPs. Meeting the immense challenges for the new Mozambican NP getting started, strong induction onboarding procedures, training and materials are important. This will be increasingly needed as the recent plan for regular NP review is implemented.
  - **Continue to further expand the recent Capacity Building Strategy** with its three focus areas.
  - **Prioritise high-impact, scalable training formats.** Focus resources on the most effective and feasible programmes such as Summer School, journalist/CSO workshops, and strengthened field enumerator training, where impact is already proven and demand is high.
  - **Expand online and low-cost learning pathways.** Develop and maintain basic online modules, certification tracks, and remote support, allowing more audiences including youth, women, and Francophone partners to access training without heavy travel or staffing costs. Consider building cascading multiplier effects into these.
  - **Strengthen field-level methodological and ethical training.** Ensure that all National Partners receive structured, recurring training for enumerators and supervisors, with improved field monitoring tools, a critical need raised across countries and achievable with modest investment.
  - **Broaden outreach to under-served groups through targeted programmes.** This is a longer-term resource-dependent recommendation (as under ‘inform’ above). As resources allow, expand tailored capacity-building for youth, women, universities, and rural/local actors, building a wider pipeline of analysts and strengthening Africa-wide data literacy.
20. **Thrive** – see recommendations 1-3 above under ‘Organisation and partnership strengthening’ including: ‘Develop a more granular, actor-differentiated Theory of Change’, ‘Improve data management practices’ and ‘ensure AB senior full time in-person presence in the AU’. The only remaining recommendation in this point is:
- **Consider staff wellbeing.** Bringing added work and requirements to the AB secretariat during the evaluation process, it was impossible to not realise the very pressured work environment AB operates within. We only met high quality, highly professional, kind, friendly and productive staff, but also witnessed the immense work pressure under which the staff we met worked. AB is urged to be attentive to this for many obvious reasons including good practice, health, and staff retention.

# Annex 1 Terms of Reference



## Terms of Reference for the End-of-Term Evaluation of Afrobarometer's regional program 2023-2025

**Date: 2025-06-20**

### **1. General Information**

#### **1.1 Introduction**

The commitment to addressing African priorities and pursuing "African solutions to African problems" should be core precepts of all development engagements in Africa. This approach calls for evidence-based policy making founded on systematic knowledge about African citizens' development priorities and their experiences with government, business and civil society in their daily lives.

It is in light of this that Afrobarometer, over the past 25 years, continually provide independent data and evidence on citizens aspirations to inform policy discussions within African governments, among ordinary African citizens, and more widely among donors, investors and researchers across Africa and internationally.

Sida has supported Afrobarometer (AB) for many years. Most recently, the Embassy of Sweden in Addis Ababa has provided funding to AB to cover program activities for the period January 1, 2023 to December 31, 2025. The grant seeks to support AB's efforts in consolidating its position as the premier research and intellectual hub for understanding the needs and aspirations of ordinary Africans in the areas of democratic governance and socioeconomic development. This will help ensure that popular voices are increasingly reflected in policy and political processes, while securing the necessary institutional and financial conditions to ensure a sustained supply of public attitude data.

#### **1.2 Evaluation object: Intervention to be evaluated**

The evaluation object is Afrobarometer. Afrobarometer (AB) is a pan-African survey research network that conducts public attitude surveys on democracy, governance, the economy, social development in Africa. Launched in 1999, AB seeks to **"let the people have a say"** on issues of democracy, governance and development. Between 1999 and 2024, the AB Network conducted ten Rounds of surveys across 42 African countries, which together laid a strong foundation for understanding trends in public opinion and for incorporating popular preferences into policy processes.

Since 1999, AB has built a pan-African network of social science researchers and civic activists. It has accumulated more than 380,000 survey interviews with African citizens in 42 countries, which together represent the views of more than three-quarters of the continent's population. The results of this research have been widely disseminated and used by governments, policy actors, academics, civil society activists, and the media through a variety of communication platforms, including more than 1000 publications in various formats, a busy website, and an active social media presence.

The impact of AB data in shaping popular political and policy debates has been built on a number of core programmatic achievements, especially during the most recent implementation period Round 9 (2021 – 2023) and Round 10 (2024 - date).

As the scope of AB's work grew, the need to transform its structure became increasingly evident. Growing the technical and managerial demands required increasing functional specialization.

As a result, in 2018, AB launched an organizational development/institutional restructuring effort which has resulted in the following;

- Redefined AB's vision and strategy and extending it to a ten-year time frame.
- Established AB as a formal legal entity and protecting the AB brand by obtaining formal trademark rights.
- Identified a permanent location in Accra, Ghana for a headquarters.
- Developed new management structures including establishing a Board of Directors and International Advisory Council.
- Laid out a new staffing structure to clarify roles and responsibilities, maximize productivity and effectiveness, and increase Afrobarometer impact.

AB comprises, a Secretariat, Core Partners (CPs)<sup>62</sup>, National Partners (NPs)<sup>63</sup> and Support Units (SUs)<sup>64</sup>.

Over the last ten years (2015 – 2024), Afrobarometer has been funded majorly by bilateral and multilateral institutions<sup>65</sup> as well as private foundations.<sup>66</sup> The country coverage for surveys, capacity building, analysis and communication, and related support activities have expanded considerably over the past 10 years. For example, country coverage has moved from 36 countries to 39 countries, with the addition of Comoros, Chad, Seychelles, Mauritania, Guinea

---

62 CDD-Ghana, Institute for Development Studies (IDS) at the University of Nairobi, and Institute for Justice and Reconciliation (IJR) in South Africa as core partners, each manages a number of countries.

63 National partners recruited in each country take responsibility for data collection and dissemination, with technical backstopping provided by Core Partners.

64 The University of Cape Town (UCT), MSU, and, since 2023, the University of Malawi serve as support units for the network, focusing on capacity building, surveys and data quality assurance, respectively.

65 Swedish International Development Cooperation Agency (Sida), the Norwegian Agency for Development Cooperation (NORAD), the World Bank, and the United States Agency for International Development (USAID, either directly or through the United States Institute for Peace - USIP).

66 Private foundations such as the Mo Ibrahim Foundation, the Foundation for Open Societies, the William and Flora Hewlett Foundation, Mastercard Foundation, Gates Foundation, Luminate



Bissau and Congo Brazzaville to the countries covered by the Afrobarometer surveys. Analytical products such as scorecards and special publications have proliferated, and communication and outreach activities have quadrupled. The overall expenditure has consequently increased year-on-year with the year 2024 recording US\$8.6 million. Overall, 69% of the expenditure has been spent on Surveys and related activities. 28% of the expenditure covered personnel costs, including personnel working on surveys and related activities. 2% and 1%, respectively, were spent on travel and indirect costs.

In 2018, Sida commissioned a formative evaluation of Afrobarometer regional program for the period 2018-2022 specifically to provide the regional team at the Embassy of Sweden in Addis Ababa and Afrobarometer with a solid input for the preparation and design of the next phase (2023-2025) of Swedish support to the organisation.

For further information, the intervention proposal will be shared

The intervention logic or theory of change of the intervention may be further elaborated by the Evaluation Team in the inception report, if deemed necessary.

### 1.3 Evaluation rationale

The purpose of the formative evaluation is to assess the continued relevance of the intervention, and the progress made towards achieving the planned objectives, document critical lessons learned, and provide an opportunity to make modifications to ensure the achievement of these objectives.

In terms of more specific needs for assessments and recommendations, the following issues have been highlighted:

- Afrobarometer is currently exploring venturing into phone surveys as a cost-efficient strategy for rapid response surveys. The evaluation is expected to provide input to a possible use of phone-surveys for rapid response to emerging policy issues.
- The evaluation will also provide timely input to the communication program and assess if Afrobarometer succeeds in reaching new audiences, engaging new stakeholders, increasing visibility and use of the data. Afrobarometer is in need of recommendations as to which investments were most/least effective, and what remaining gaps and opportunities there are. Afrobarometer is particularly interested in achieving further gains and driving further use of the data, especially among African governments and policy actors.
- Regarding Capacity building, which is another main area for AB, the evaluation is expected to provide input and recommendations as to which investments were most/least effective, and what remaining gaps and opportunities there are whether AB delivers on its capacity building aims including if capacity development efforts meet partner and network needs.
- Changes over the past several years have included implementation of a new policy for partner recruitment. An evaluation at this point in time is expected to give AB and Sida an assessment of the impact of this policy for partner recruitment on survey management, institutional strengthening, capacity building programs, AB reputation, and other elements of AB and if the policy or process needs improvement and if so, how. The evaluation should also look into the recruitment for Core Partners and make recommendations for future such recruitment.
- The evaluation will dedicate considerable energy to a forward-looking analysis on key changes in the surrounding landscape which could affect Afrobarometer and identify adjustments which hence would be relevant for Afrobarometer to undertake in order to ensure sustainability.

## **2.The assignment**

### **2.1 Evaluation purpose: Intended use and intended users**

The purpose or intended use of the evaluation is to help Sida and Afrobarometer to assess progress of on-going intervention and to learn from what works well and less well. The evaluation will be used to inform decisions on how project implementation may be adjusted and improved.

The primary intended users of the evaluation are the regional section at the Embassy of Sweden in Addis Ababa and Afrobarometer. The evaluation is to be designed, conducted and reported to meet the needs of the intended users and tenderers shall elaborate on how this will be ensured during the evaluation process.

Other stakeholders that should be kept informed about the evaluation include other donors and partners to Afrobarometer. Communication with them on the findings and recommendations will be managed by Sida and Afrobarometer

### **2.2 Evaluation scope**

The evaluation scope is limited to Afrobarometer for the period January 2023 to date.

The whole network of Afrobarometer – including core partners, national partners and support units - are to be included in the evaluation.

The scope of the evaluation shall be further elaborated by the Evaluation Team in the inception report.

### **2.3 Evaluation objective: Criteria and questions**

Evaluate the efficiency, effectiveness and sustainability of Afrobarometer within the period January 2023 to date and formulate recommendations on how its management team can improve and adjust implementation and as an input to developing strategies for the new phase of the programme.

The evaluation questions are:

#### **Relevance**

To what extent does the intervention objectives and design respond to key changes in the surrounding landscape including beneficiaries' and targets groups' needs and priorities?

#### **Efficiency**

Could the intervention deliver results in an economic and timely more efficient way?

#### **Effectiveness**

To what extent has the intervention achieved, or is expected to achieve, its objectives, and its results, including any differential results across groups?

Has the Monitoring, Evaluation and Learning system delivered robust and useful information that could be used to assess progress towards outcomes and contribute to learning?

#### **Sustainability**

To what extent will the benefits of the intervention continue, or are likely to continue?

Questions are expected to be developed in the tender by the tenderer and further developed during the inception phase of the evaluation.

### **2.4 Evaluation approach and methods**

It is expected that the Evaluation Team describes and justifies an appropriate evaluation approach/methodology and methods for data collection in the tender. The evaluation design,

methodology and methods for data collection and analysis are expected to be fully developed and presented in the inception report.

The Evaluation Team is to suggest an approach/methodology that provides credible answers (evidence) to the evaluation questions. Limitations to the chosen approach/methodology and methods shall be made explicit by the Evaluation Team and the consequences of these limitations discussed in the tender. The Evaluation Team shall to the extent possible, present mitigation measures to address them. A clear distinction is to be made between evaluation approach/methodology and methods.

Sida's approach to evaluation is *utilization-focused*, which means the Evaluation Team should facilitate the *entire evaluation process* with careful consideration of how everything that is done will affect the use of the evaluation. It is therefore expected that the Evaluation Teams, in their tender, present i) how intended users are to participate in and contribute to the evaluation process and ii) methodology and methods for data collection that create space for reflection, discussion and learning among the intended users of the evaluation.

In cases where sensitive or confidential issues are to be addressed in the evaluation, Evaluation Teams should ensure an evaluation design that do not put informants and stakeholders at risk during the data collection phase or the dissemination phase.

## 2.5 Organisation of evaluation management

This evaluation is commissioned by the regional team at the Embassy of Sweden in Addis Ababa. The intended users are the regional team at the Embassy of Sweden in Addis Ababa and Afrobarometer. The intended users of the evaluation form a steering group which has contributed to and agreed on the ToRs for this evaluation. The steering group will approve the inception report and the final report of the evaluation. A joint virtual start-up meeting will take place. Concerning the debriefing workshop/s where preliminary findings and conclusions are to be discussed, the aim is to have the full steering group participate at one and the same event.

## 2.6 Evaluation quality

All Sida's evaluations shall conform to OECD/DAC's Quality Standards for Development Evaluation<sup>67</sup>. The Evaluation Teams shall use the Sida OECD/DAC Glossary of Key Terms in Evaluation<sup>68</sup> and the OECD/DAC Better Criteria for Better Evaluation<sup>69</sup>. The Evaluation Teams shall specify how quality assurance will be handled by them during the evaluation process.

## 2.7. Time schedule and deliverables

It is expected that a time and work plan is presented in the tender and further detailed in the inception report.

The timing of any field visits, surveys and interviews need to be settled by the Evaluation Team in dialogue with the main stakeholders during the inception phase.

---

<sup>67</sup> OECD/DAC (2010) Quality Standards for Development Evaluation.

<sup>68</sup> Sida OECD/DAC (2014) Glossary of Key Terms in Evaluation and Results Based Management.

<sup>69</sup> OECD/DAC (2019) Better Criteria for Better Evaluation: Revised Evaluation Criteria Definitions and Principles for Use.

The table below lists key deliverables for the evaluation process. Alternative deadlines for deliverables may be suggested by the consultant and negotiated during the inception phase.

<b>Deliverable</b>	<b>Participants</b>	<b>Timelines (approximate dates)</b>
Start-up meeting (virtual)	Sida, Afrobarometer and the Evaluators	Late August 2025
Draft inception report	Evaluators	September 2025
Comments from intended users to evaluators (alternatively these may be sent to evaluators ahead of the inception meeting)	Sida, and Afrobarometer	September 2025
Inception meeting (virtual)	Sida, Afrobarometer and the Evaluators	September 2025
Final inception report	Evaluators	October 2025
Data collection, analysis, report writing and quality assurance	Evaluators and Afrobarometer	October-November 2025
Draft evaluation report	Evaluators	December 2025
Debriefing/validation workshop (virtual)	Sida and Afrobarometer	December 2025
Comments from intended users to evaluators	Sida, Afrobarometer and the Evaluators	December 2025
Final evaluation report	Evaluators	January 2026
Evaluation brief/seminar	Sida, Afrobarometer and the consultant	TBD

**The inception report** will form the basis for the continued evaluation process and shall be approved by Sida before the evaluation proceeds to implementation. The inception report should be written in English and cover evaluability issues and interpretations of evaluation questions, present the evaluation approach/methodology *including how a utilization-focused approach will be ensured*, methods for data collection and analysis as well as the full evaluation design, including an *evaluation matrix* and a *stakeholder mapping/analysis*. A clear distinction between the evaluation approach/methodology and methods for data collection shall be made. All limitations to the methodology and methods shall be made explicit and the consequences of these limitations discussed.

A specific time and work plan, including number of hours/working days for each team member, for the remainder of the evaluation should be presented. The time plan shall allow space for reflection and learning between the intended users of the evaluation.

**The final report** shall be written in English and be professionally proofread. The final report should have clear structure and follow the layout format of Sida's template for decentralized evaluations (to be attached as Annex C). The executive summary should be maximum 3 pages.

The report shall clearly and in detail describe the evaluation approach/methodology and methods for data collection and analysis and make a clear distinction between the two. The report shall describe how the utilization-focused approach has been implemented i.e. how intended users have participated in and contributed to the evaluation process and how methodology and methods for data collection have created space for reflection, discussion and learning among the intended users. Limitations to the methodology and methods and the consequences of these limitations for findings and conclusions shall be described.

Evaluation findings shall flow logically from the data, showing a clear line of evidence to support the conclusions. Conclusions should be substantiated by findings and analysis. Evaluation questions shall be clearly stated and answered in the executive summary and in the conclusions. Recommendations and lessons learned should flow logically from conclusions and be specific, directed to relevant intended users and categorised as a short-term, medium-term and long-term.

The report should be no more than 30 pages excluding annexes. If the methods section is extensive, it could be placed in an annex to the report. Annexes shall always include the Terms of Reference, the Inception Report, the stakeholder mapping/analysis and the Evaluation Matrix. Lists of key informants/interviewees shall only include personal data if deemed relevant (i.e. when it is contributing to the credibility of the evaluation) based on a case-based assessment by the Evaluation Team and the commissioning unit/embassy. The inclusion of personal data in the report must always be based on a written consent.

The Evaluation Team shall adhere to the Sida OECD/DAC Glossary of Key Terms in Evaluation<sup>70</sup>.

The Evaluation Team shall, upon approval by Sida/Embassy of the final report, insert the report into Sida's template for decentralised evaluations and submit it to Nordic Morning (in pdf-format) for publication and release in the Sida publication database. The order is placed by sending the approved report to Nordic Morning ([sida@atta45.se](mailto:sida@atta45.se)), with a copy to the responsible Sida Programme Officer as well as Sida's Evaluation Unit ([evaluation@sida.se](mailto:evaluation@sida.se)). Write "Sida decentralised evaluations" in the email subject field. The following information must always be included in the order to Nordic Morning:

1. The name of the consulting company.
2. The full evaluation title.
3. The invoice reference "ZZ980601".
4. Type of allocation: "sakanslag".
5. Type of order: "digital publicering/publikationsdatabas".

---

<sup>70</sup> Sida OECD/DAC (2014) Glossary of Key Terms in Evaluation and Results Based Management.

## 2.8 Evaluation team qualification

In addition to the qualifications already stated in the framework agreement for evaluation services, the Evaluation Team shall include the following competencies:

- Extensive knowledge and experience of communications and outreach
- Extensive knowledge from the public survey field with direct experience from Africa
- Extensive expertise in evaluation design focused on mixed-methods impact assessment ensuring they understand the context around policy process
- Skills in quantitative and qualitative data collection and analysis, drawing findings from multiple sources and handling potential contradictions between data sets, including ensuring a greater understanding of quantitative data results through the triangulation of qualitative data
- Excellent written and spoken English and proficiency in French.

It is desirable that the evaluation team includes the following competencies:

- Organisational Experience – Provide evidence of previous project experience on the provision of similar evaluation services and the design and implementation of similar evaluation activities required by this ToRs.

A CV for each team member shall be included in the call-off response. It should contain a full description of relevant qualifications and professional work experience.

It is important that the competencies of the individual team members are complimentary. It is highly recommended that local evaluation consultants are included in the team, as they often have contextual knowledge that is of great value to the evaluation.

The Evaluation Teams must be independent from the evaluation object and evaluated activities and have no stake in the outcome of the evaluation.

Please note that in the tender, the tenderers must propose a team leader that takes part in the evaluation by at least 30% of the total evaluation team time including core team members, specialists and all support functions, but excluding time for the quality assurance expert.

For team members that are not core team members, or a quality assurance team member, a CV shall be included in the call-off response and contain full description of the Evaluation Teams' qualifications and professional work experience.

## 2.9 Financial and human resources

The contact person at Sida/Swedish Embassy is Hassan Guyo ([hassan.guyo@gov.se](mailto:hassan.guyo@gov.se)). The contact person should be consulted if any problems arise during the evaluation process.

The Evaluation Team will be required to arrange the logistics thus arranging interviews, preparing in-country visits etc. as well as any necessary security arrangements.

## 3.0 Annexes

Annex A: List of key documentation

- AB 2022-2032 Strategy
- Afrobarometer Overview
- Afrobarometer New Organizational Chart
- Afrobarometer 2024 Annual Review Report

- Afrobarometer Capacity Building strategy
- Afrobarometer Communications Strategy
- Afrobarometer National Partner Procurement Policy
- Sample Core Partner and Support Unit Sub-Grant Agreement
- Sample Afrobarometer Workplan (2024 and 2025)
- Afrobarometer Technical Narrative Reports for year 2023 and 2024
- Afrobarometer Quarter 1 Report for 2025
- Sida Evaluation of AB Program 2018-22 report
- Management (Board of Directors and Central Management Team) meetings minutes 2023-2024

## Annex B: Data sheet on the evaluation object

Information on the evaluation object (i.e. intervention)	
Title of the evaluation object	Formative Evaluation of Afrobarometer's regional program 2023-2025
ID no. in PLANIt	16094
Dox no./Archive case no.	UM2022/27075/ADDI
Activity period (if applicable)	January 2023- 2025-12-31
Agreed budget (if applicable)	SEK 66 000 000
Main sector	Democracy, human rights and gender equality
Name and type of implementing organization	Afrobarometer, NGO or Civil Society
Aid type	Core contributions/pooled funds
Swedish strategy	Strategy for Sweden's regional development cooperation in Sub-Saharan Africa 2022-2026

Information on the evaluation assignment	
Commissioning unit/Swedish Embassy	Regional Section, Embassy of Sweden in Addis Ababa
Contact person at unit/Swedish Embassy	Hassan Guyo
Timing of evaluation (mid-term, end-of-programme, ex-post, or other)	End-of-programme
ID no. in PLANIt (if other than above).	



# Annex 2 Recommendations from 2021 Evaluation report

**Recommendations** are outlined below, including short-term recommendations (i.e., programmatic measures to enhance AB's strategic thinking and measures to strengthen strategies which are already being implemented) for consideration during the remainder of the current cycle; and medium-term recommendations (5-10 years) to inform the next phase of Sweden's support.

## **1. Short-term recommendations: enhancing strategic thinking and strengthening strategies**

**1.1. *Sharpen monitoring, evaluation and learning methodologies for the new Strategic Plan.*** Recognising that AB is inherently complex, operating in unstable environments with uncertain pathways for change, the Network should embed intentional monitoring and evaluation design in AB's work. While developing AB's forthcoming Strategic Plan, the Network and its partners should consider approaches for *learning centred adaptive programming*, including using the Strategy Map as a Theory of Change for iterative programming and adopting developmental evaluation techniques evidence the value-addition of AB's work to African and non-African donors.

**1.2. *Deepen strategic partnerships.*** AB leadership and management should fast-track plans to set up a *Strategic Communications/Impact Unit*. This may be dedicated to policy influence and technical/policy partnerships, to address bottlenecks in policy uptake of AB data. The MEL Team may be positioned in this Unit and Strategic Communications Team members may be positioned at regional levels, as their work is particularly pertinent at decentralised levels.

**1.3. *Intensify regional partnerships.*** AB leadership should make a concerted effort to reach out to influential individuals and institutions across the Continent to identify entry-points for more and better regional partnerships. Considering the challenge of AB data uptake at regional level, regional partnership should be a structural investment for the delivery of the AB's core work, rather than limiting regional partner engagement to delivering on a specific project. Trust-building dialogue with regional partners (see also recommendation 4.2.1) is required, particularly if engaging them through externally-funded projects, ensuring that regional partners participate directly developing funding proposals as well as in joint project/programme design.



**1.4. Rethink ‘National Partnership’** (see also recommendation 4.2.2). AB management and Network members should engage in *a process of internal reflection*, which includes the systems audit findings on procurement of partner services. The results of this reflection may inform future directions in the Strategic Plan.

The following questions may be considered: How might the role of NPs be expanded? How might the criteria for identifying NPs be updated? Recognising that a single NP may struggle to produce the full range of AB’s expected deliverables, how might the concept of ‘national partnership’ evolve as a ‘*collective action group*’ of specialist entities; what are added value of such a group the trade-offs in terms of increased effectiveness vis-à-vis the increased management burden? How might a system for results-based reporting on deliverables become part of contractual arrangements with NPs?

**1.5. Addressing human resource capacity gaps.** Continuing the practice of including budget lines for additional human resources in bid proposals, AB management should consider expanding leadership in the Surveys Unit, recruiting more permanent staff in the Analysis Unit, and ensuring Core Partners institutions have enough staff to cope with AB’s work as well as their own.

**1.6. Enhance capacity building for NPs.** AB’s Communications Team and the Capacity Building Unit should consider conducting a comprehensive training needs analysis of NPs’ baseline capacities, particularly gaps in media engagement, including the following: (i) training in communicating the AB ‘brand story’ to the general public and social media content creation; (ii) building capacity within AB to tell human interest impact stories to demonstrate the difference that AB is making in the lives of people; and (iii) building capacities of NPs for sustained engagement with stakeholders (particularly the media) before, during and after the ‘rolling release’.

**1.7. Develop a Youth Engagement Strategy.** AB’s Communications Team and the Capacity Building Unit should consider the following: (i) training youth to develop social media content, particularly for Instagram; and/or partnering with key youth influencers in Africa to highlight the importance of young people’s ‘voice’; (ii) creating spaces for youth to engage directly with policy makers; and (iii) partnering with the many INGOs, UN organisations and other regional institutions which work with large youth groups on policy advocacy (but which neglect young people’s capacities to analyse data), to tap into their youth networks, and funding sources, offering to fill the gap in terms of training youth on data analysis to support policy advocacy.

**1.8. Strengthen branding.** The Communications Team should consider aligning the organisation around a common understanding of the AB brand; and ensuring that it effectively underpins external communications, digital engagement and fund-raising. In addition, a condensed version of the ‘Brand Book’ for use by NPs should be

developed, including standardised co-branding with NPs for all external communication including social media and joint publications.

**1.9. Map the potential for local resource mobilisation.** The Engagement (both Resource Mobilisation and Communications) Teams should consider the following: (i) integrating the identification of local funding sources into the Stakeholder Mapping exercise; (ii) reflecting internally on possible modalities for local resource mobilisation, taking account of conflict of interest issues and fund flows between levels in the Network be managed; and based on the above (ii) testing a decentralised resource mobilisation model in a few ‘trusted’ NPs, including, if possible, a hybrid system.

**1.10. Optimise the potential for funding from African sources.** The Resource Mobilisation Team should consider the following: (i) systematically mapping potential donors on the Continent and at regional levels and update the database annually; (ii) piloting integrated digital campaigns around individual giving from African sources; (iii) co-hosting (with the Mo Ibrahim Foundation, for example) a funding forum bringing together some of the African philanthropic organisations to discuss their challenges with the funding context in Africa in general.

**Sida** could take this a step further by developing a ‘shadowing scheme’ where interested African philanthropic organisations co-fund a project to learn from the grant making techniques of Sida to build their confidence.

**1.11. Diversify fundraising in relation to cost efficiency.** Continuing its approach of incremental and strategic diversification, AB management should consider the following: (i) seeking competent legal and financial advice to understand the complexities of a social enterprise setup before embarking further on internal reflection on third-stream financing; (ii) increasing the non-earmarked funding part of AB’s budget to reduce exposure to donor preferences and secure resources to recruit required staff; (iii) continually engaging with both existing and potential donors to sensitise them on the importance of funding the true cost of the projects, linking this to achieving financial sustainability.

## **2. Medium-term recommendations: going the ‘final mile’**

**2.1. Develop a ‘collective action’ hub for evidence-based policy making.** AB and its strategic partners (e.g., the Mo Ibrahim Foundation and Sida’s Democracy Hub) should consider co-hosting an annual Round Table to initiate a process of setting up a *coordination platform for continental and regional initiatives engaged in statistical capacity development*, with a broad coordination goal of increased use of AB’s and partners’ data in policy and practice at regional level and a *thematic focus area* (e.g., a regional ‘hot topic’, such as migration; or SDG 16 on ‘peace, justice and strong institutions’) within the broad framework of capacity development for using statistics. Within the context of the (shared) priority focus area, the regional ‘collective action’

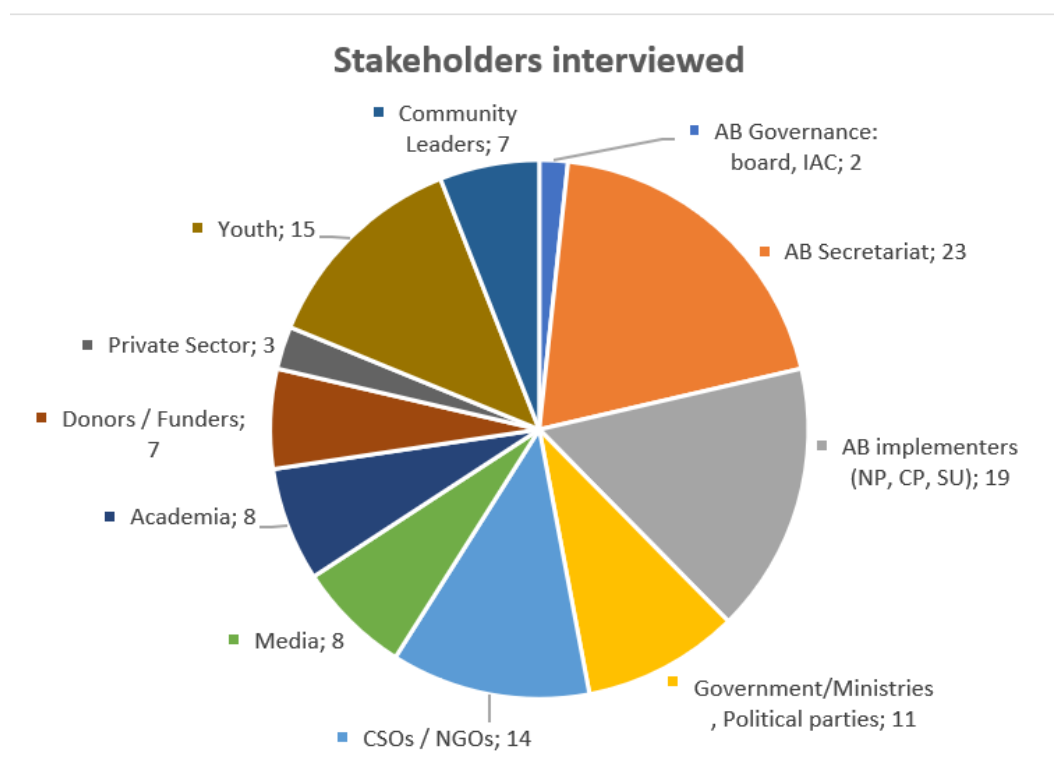
hub should develop a strategy to conduct a strong *advocacy campaign for the uptake of statistical data in policy spaces*, targeting *mid-level* policy makers at regional and/or national levels. Additionally, partners should collaboratively define ‘policy impact’, formulating benchmarks to measure policy uptake.

**2.2. Test a ‘collective action’ model for capacity building in Strategic Communications at country level.** Expanding on the above recommendation, AB and its strategy partners should pool financial and technical resources to design and test a model for decentralised capacity building. This would entail *creating strong synergies* between producing, disseminating and *using* data in order to develop capacities to go the ‘final mile’: policy uptake of AB data at country level; setting up a National Partnership Group (i.e., specialist entities mentioned under recommendation 4.2.2) for ‘collective action’ by African researchers, champions of evidence-based policy from government institutions, and youth groups; and co-creating and using learn-and-adapt monitoring and evaluation techniques. The ‘collective action’ model for capacity building could be piloted in ‘trusted’ country contexts, as well as in one or more ‘challenging’ countries (see **Annex 8** for suggested targeted capacity building areas).

## Annex 3 Overview of Stakeholders Met

*In line with GDPR and confidentiality concerns, names and titles have been omitted from the publication.*

	Ethiopia	Ghana	Mozam- bique	Senegal	Total
AB Governance: board, IAC	0	0	0	0	2*
AB Secretariat	0	22	0	1	23
AB Implementers (NP, CP, SU)	3	7	4	5	19
Government/Min./Political parties	2	2	5	2	11
CSOs / NGOs	5	2	4	2	13
Media	3	3	2	2	10
Academia	5	0	2	2	9
Donors / Funders	3	2	0	1	6
Private Sector	0	0	3	0	3
Youth	7	3	1	4	15
Community Leaders	2	0	1	3	6
<b>Total:</b>					<b>117</b>
<i>* AB Board Chair and AB CEO were interviewed online before in-country work period.</i>					



### ***In-country work – a brief description country by country***

#### **Ethiopia**

AB's national partner in Ethiopia is ABCON Research and Consulting. ABCON has been the sole partner since its first engagement in 2013 (Round 5). Due to some start-up difficulties and political challenges, Ethiopia was paused during Rounds 6 and 7. With political changes, activities resumed in Round 8 (2020) and continued through Round 9 (2023) despite some insecurity. However, widespread conflict in Oromia and Amhara prevented Round 10 (planned for 2024), which was ultimately cancelled. Instead, a Young Africa Works telephone survey was implemented that year using contacts from Round 9. A rebidding process for the national partner is being prepared but was postponed until this evaluation concluded.

Ethiopia remains a unique case due to its sensitive political and security context and the population's limited freedom of expression observed in early rounds, which continues to shape AB's cautious approach to fieldwork there. Still, in a such a fragile reality documentation of the state of the art could be seen as even more important.

In Ethiopia the evaluation team met with:

- 3 AB implementers (NP representatives)
- 2 government representatives
- 5 CSO representatives
- 5 Academia representatives
- 3 media

- 7 youth representatives
- 2 community (radio) leaders

Through intense KIIs and one youth FGD all who had worked with and knew AB highlighted the uniqueness of the organisation and it was stressed that it not only covers information not available elsewhere (public opinion), but it gives ‘voice’ to *Africans in Africa on African issues*.

Whereas capacity building has been available to strengthen capacities of NP staff, the NP has organised a few training processes for media houses. This was much sought after by all segments of the stakeholders met. It was by all underscored that the ABCON team has been openly accessible for further requests into understanding of data publicly presented, helping media, CSOs and academia alike, make sense of all the documentation received.

### Ghana

AB’s national partner in Ghana is Centre for Democratic Development (CDD). CDD is the founding organisation of AB. In the early stages AB was a project that was organised under CDD operations. CDD have been a Core Partner and National Partner for Ghana since the inception of AB’s operations. The last couple of years, CDD has also acted as CP for West Africa and Francophone countries. In short, CDD have been involved and facilitated all 10 rounds both in Ghana (as NP) and in neighbouring countries (as CP). Ghana is also the location for AB HQ and the full network’s core geographical location.

In Ghana the evaluation team met with:

- 24 AB staff/implementers
- 7 CP/NP representatives
- 1 government representatives
- 2 CSO representatives
- 3 media
- 2 youth representatives

Ghana is widely regarded as one of Africa’s more stable democracies, with regular, peaceful transfers of power since the return to multi-party politics in 1992. Its governance framework is underpinned by a relatively independent judiciary, a vibrant civil society, and an active media landscape. However, in recent years, challenges such as perceived corruption, youth unemployment, and economic volatility have tested public confidence in institutions.

In this environment, AB’s work is highly relevant to bridging the gap between citizens and policymakers. By amplifying the priorities of ordinary Ghanaians, AB contributes to a political culture where public opinion informs not just elections, but everyday governance.

## Mozambique

AB's national partner in Mozambique is CS Research Lda. With active registration since 2016, CS Research won a bidding process and became AB national partner as of 2025. Mozambique has been part of AB since Round 2 in 2002 and has completed nine survey rounds to date (November 2025). National partners over time have been: Rounds 2–3 (2002, 2005): Centre for Population Studies at Eduardo Mondlane University; Round 4 (2008): Centre for Policy Analysis, Round 5 (2012): Centre for Research on Governance and Development (with support from the Netherlands Institute for Multiparty Democracy); Rounds 6–9 (2015–2022): IPSOS Mozambique; and now, Round 10 (2025), under CS Research Ltd, formed by earlier IPSOS staff, now managing both data collection and dissemination – a first.

The implementation has been facing challenges due to the ongoing conflict and terrorist activity in the north (where a round 8-field team was detained due to authorisation issues), coupled with the internal institutional instability evidenced by the high turnover of NPs and staff. The appointment of CS Research in Round 10 reflects AB's effort to consolidate and strengthen operations in Mozambique.

In Mozambique, the evaluation team met with:

- 4 AB implementers (NP representatives)
- 6 Government representatives
- 3 CSO representatives
- 2 Academia representatives
- 2 Youth representatives
- 3 Private Sector
- 1 Donor/funder

The interviews reinforced that although the current NP (CS Research) was not known by more than half of the interviewees, AB is known and used by an elite of academics and civil society organisations who respect the use of a single methodology for all allowing comparability between countries, reinforcing the credibility of the organisation.

## Senegal

Senegal joined AB in Round 2 (2002–2004) and has participated regularly since then. Since Round 8 (2019): The 'Centre de Recherche pour le Développement Économique et Social' (CRES) was brought in as national partner. They have managed Rounds 8–10 to date. They are presently going through the 'Rebidding' procedure. CRES is seen as a more committed national partner than earlier academic organisations – with a very high-profile national recognition nationally.

Senegal is often seen as one of West Africa's most politically stable democracies, with a tradition of peaceful power transitions and a relatively vibrant civic space<sup>71</sup>. Senegal's 2024 presidential election marked a key democratic moment: opposition leader Bassirou Diomaye Faye won, signalling a potentially peaceful leadership transition after a contentious period<sup>72</sup>. The incoming government has pledged institutional reforms, including strengthening the judiciary and promoting local governance<sup>73</sup>.

In Senegal the evaluation team met with:

- 1 AB secretariat staff
- 4 AB implementers (NP representatives)
- 2 government representatives
- 2 CSO representatives
- 2 Academia representatives
- 2 media
- 1 donor
- 4 youth representatives
- 3 community (radio) leaders

Through KIIs and one online youth FGD the core findings in Senegal showed that all who had worked with and knew AB highlighted the uniqueness of the organisation and the quality it brought to policy and media making relevant evidence available. Still, most agreed that AB ought to be far more known than it is presently and the high-quality capacity building should be made available much more widely.

---

<sup>71</sup> <https://freedomhouse.org/country/senegal/freedom-world/2025>

<sup>72</sup> <https://carnegieendowment.org/research/2024/04/senegal-from-constitutional-crisis-to-democratic-restoration>

<sup>73</sup> <https://www.rosalux.de/en/news/id/52631/new-beginnings-or-domestic-deadlock>



## Annex 4 Growth of the AB Network by Round and by Year

Round	Period	Total	Countries
R1	1999–2001	12	Botswana, Ghana, Lesotho, Malawi, Mali, Namibia, Nigeria, South Africa, Tanzania, Uganda, Zambia, Zimbabwe
R2	2002–2004	16	Botswana, Cabo Verde, Ghana, Kenya, Lesotho, Malawi, Mali, Mozambique, Namibia, Nigeria, Senegal, South Africa, Tanzania, Uganda, Zambia, Zimbabwe
R3	2005–2006	18	Benin, Botswana, Cabo Verde, Ghana, Kenya, Lesotho, Madagascar, Malawi, Mali, Mozambique, Namibia, Nigeria, Senegal, South Africa, Tanzania, Uganda, Zambia, Zimbabwe
R4	2008–2009	20	Benin, Botswana, Burkina Faso, Ghana, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mozambique, Namibia, Nigeria, Cabo Verde, Senegal, South Africa, Tanzania, Uganda, Zambia, Zimbabwe
R5	2011–2013	34	Algeria, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cabo Verde, Côte d'Ivoire, Egypt, Ghana, Guinea, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Senegal, Sierra Leone, South Africa, Eswatini, Sudan, Tanzania, Togo, Tunisia, Uganda, Zambia, Zimbabwe
R6	2014–2015	36	Algeria, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cabo Verde, Côte d'Ivoire, Gabon, Ghana, Guinea, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, São Tomé and Príncipe, Senegal, Sierra Leone, South Africa, Sudan, Eswatini, Tanzania, Togo, Tunisia, Uganda, Zambia, Zimbabwe, Egypt
R7	2016–2018	34	Benin, Botswana, Burkina Faso, Cameroon, Cabo Verde, Côte d'Ivoire, Gabon, Gambia, Ghana, Guinea, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, São Tomé and Príncipe, Senegal, Sierra Leone, South Africa, Sudan, Eswatini, Tanzania, Togo, Tunisia, Uganda, Zambia, Zimbabwe
R8	2019–2021	34	Angola, Benin, Botswana, Burkina Faso, Cabo Verde, Cameroon, Côte d'Ivoire, Eswatini, Ethiopia, Gabon, Gambia, Ghana, Guinea, Kenya, Lesotho, Liberia, Malawi, Mali, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Senegal, Sierra Leone, South Africa, Sudan, Tanzania, Togo, Tunisia, Uganda, Zambia, Zimbabwe

# ANNEX 4 GROWTH OF THE AB NETWORK BY ROUND AND YEAR

R9	2021–2023	39	Angola, Benin, Botswana, Burkina Faso, Cabo Verde, Cameroon, Congo-Brazzaville, Côte d’Ivoire, Eswatini, Ethiopia, Gabon, Gambia, Ghana, Guinea, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritania, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, São Tomé and Príncipe, Senegal, Seychelles, Sierra Leone, South Africa, Sudan, Tanzania, Togo, Tunisia, Uganda, Zambia, Zimbabwe
R10	2024–2025 (ongoing)	40–42 target	Completed in 2024: Angola, Benin, Botswana, Cabo Verde, Cameroon, Congo-Brazzaville, Côte d’Ivoire, Gabon, Gambia, Ghana, Guinea, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritius, Morocco, Namibia, Nigeria, São Tomé and Príncipe, Tanzania, Togo, Tunisia, Uganda, Zambia, Zimbabwe
R10	2024–2025 (ongoing)	40–42 target	Remaining in 2025 (planned/partial): Burkina Faso, Chad, Comoros, Ethiopia, Guinea-Bissau, Mauritania, Mozambique, Senegal, Seychelles, Sierra Leone, South Africa

# Annex 5 List of Documentation Reviewed

## Afrobarometer (AB) organisational framework:

- AB 2022-2032 Strategy
- Afrobarometer Overview: ‘Afrobarometer Network Organisational Structure’ (narrative with management team CVs)
- Afrobarometer New Organisational Chart
- Afrobarometer Capacity-building strategy
- Afrobarometer Communications Strategy
- Afrobarometer National Partner Procurement Policy
- AB Partner Procurement Plan; Procurement of National Partners, Core Partners and Support Units, 2019 - 2023 (21 August 2018)

## AB Workplans

- 2023 AB Consolidated Workplan
- 2024 AB Consolidated Workplan
- 2025 Ab Annual Workplan – Consolidated

## MEL related documentation

- Round 10 Survey Manual, Compiled by Afrobarometer. Revised June 2024. Section 10 of this manual lays out AB’s MEL system
- 2019 AB RBM
- 2023 AB RBM – March
- 2024 Key Activities vs Strategic Plan
- Actions Tracker Sida formative Evaluation – last modified Sept 2025
- 2023 NIRAS recommendations tracker
- AB 2022-2032 Strategic Plan Results Framework December 2022
- AB 2022-2032 Strategic Plan Results Framework March 2025
- MEL Excerpt from 2024 annual report and financial statements on compliance with donor reporting (the evaluators’ own excerpt)

## AB Stakeholder maps

- Round 9: 34 national stakeholder maps
- Round 10: 35 national stakeholder maps

## Management and oversight of AB

- Board Meetings Minutes 2023-2024
- CMT Meetings Minutes 2023-2024

## Earlier Evaluations

- Sida Evaluation of AB Program 2018-22 report
- Evaluation of AB regional programme 2011-2017

EoS set of documentation<sup>74</sup> to provide 'core, non-earmarked support':

- Request letter from AB to Sida (Request for funding)
- Case for support to institutionalise AB
- Budget for 2023-2027
- 2023 Budget workbook consolidated Sida
- Organisational structure
- AB Governance Management Structures
- Organisation chart 2021
- Key team member bios\_14th July 2022
- AB capacity statement 29th July 2022
- AB Strategy 2022-2032
- Financial management Policy
- Procurement policy
- AB Audit strategy
- Efficiency Audit Recommendations and Response – EY
- Actions Tracker

## Relevant Swedish Development Strategies

- Strategy for Sweden's Regional Development Cooperation with Africa
- Strategy for Sweden's Development Cooperation with Ethiopia, 2022-2026

## Annual Review Meetings between EoS and AB

- 2025 – Sida AB Annual Review Meeting
- 2023 – Sida AB Annual Review Meeting

---

<sup>74</sup> This package received from EoS when asking for 'Project Document'. This makes up the foundation for the present funding agreement to provide 'core, non-earmarked support under a hybrid core/project modality':

## AB Annual Narrative and Financial Reports

- Afrobarometer Annual report and financial statements for the year ended 31 December 2024
- Afrobarometer Annual report and financial statements for the year ended 31 December 2023
- Afrobarometer Post Audit Report for the year ended 31 December 2023 (April 2024)

## AB Annual Technical Narrative Reports

- Afrobarometer quarter 1 report for 2025 (to the Board)
- Afrobarometer Technical Narrative Report 2024
- Afrobarometer Technical Narrative Report 2023
- Afrobarometer Technical Narrative Report 2022
- Afrobarometer Five-year consolidated project narrative report January 2018 – December 2022, submitted to Sida

## Budget related

- 2025 AB Budget Instructions
- 2025 AB Budget Notes
- 2025 AB Consolidated budget, approved by the Board
- 2023 AB Financial Report Template
- 2023 AB 12 months cashflow forecast
- 2022 AB Consolidated budget

## Sample Sub-Grant Agreements

- Sample Core Partner Sub-Grant Agreement
- Sample Support Unit Sub-Grant Agreement

## Media Coverage Reports

- 2022 Media Coverage reports
- 2023 Media Coverage reports
- 2024 Media Coverage reports
- 2025 Media Coverage reports
- Insight 1 - 2023
- Insight 2 – 2024
- AB Outreach presentations tracker
- Citations of Afrobarometer – external publications

## Reporting on AB Policy Visibility and Impact

- 2022 AB Policy Visibility and Impact Cases
- 2022 AB Policy Visibility and Impact Cases

- 2022 AB Policy Visibility and Impact Cases
- 2022 AB Policy Visibility and Impact Cases
- 2025: Citizens voices amplified in decriminalising same-sex relationship in Botswana'
- 2025 'Evidence in action: the youth in Senegal prefer entrepreneurship over public sector jobs, the government responds accordingly'
- 2022 'Corruption clean-up in Malawi'

### Flagship Reports

- Afrobarometer 2024 Annual Report '25 Years of Making African Voices Count'
- African insights 2024 – 'Democracy at risk: the people's perspective'
- African insights 2025 – 'Citizen engagement, citizen power: Africans claim the promise of democracy'
- Apercus Africans 2025 – 'Engagement citoyen, pouvoir citoyen : Les Africains revendiquent leur droit à la démocratie'

# Annex 6 Perception-Based Survey

## **Perception based survey conducted within the end-of-term evaluation of Afrobarometer's regional program 2023-2025**

### **1. Intro**

This appendix analyses survey data collected from stakeholders tied to Afrobarometer's (AB) operations. The survey is part of a larger independent evaluation of Sida's core support to AB for the period 2023-2025. The purpose of the survey was to shed light on key stakeholders' views, opinions, and perceptions concerning their experience with AB and its operations, as well as to generate a supplementary source of evidence that can facilitate the evaluations analysis of AB's operations in relation to its efficiency, effectiveness, sustainability and relevance.

### **2. Survey design**

The design of the survey has to a large extent been based on deductive reasoning. The project's intervention logic and the evaluation's ToR have been used as frameworks for the designed questions. The survey is composed of a mixed battery of questions, where recipients have been asked to respond to both pre-programmed responses as well as to provide narrative elaborations. Many questions utilised both point estimates (1-5) and Likert scales (high-low) to enhance interpretability and safeguard validity and reliability. The analysis below incorporates both elements – uses numerical values to calculate averages and categories in figures and narrative breakdowns

#### **2.1 Target group composition**

The full target group included 1077 unique individuals extracted from data sources made available to the evaluation team. The objective was to create a sample that reflects available stakeholder data, rather than a random sample of AB's target populations - limited pre-requirements to establish this. Data were collected from two primary sources:

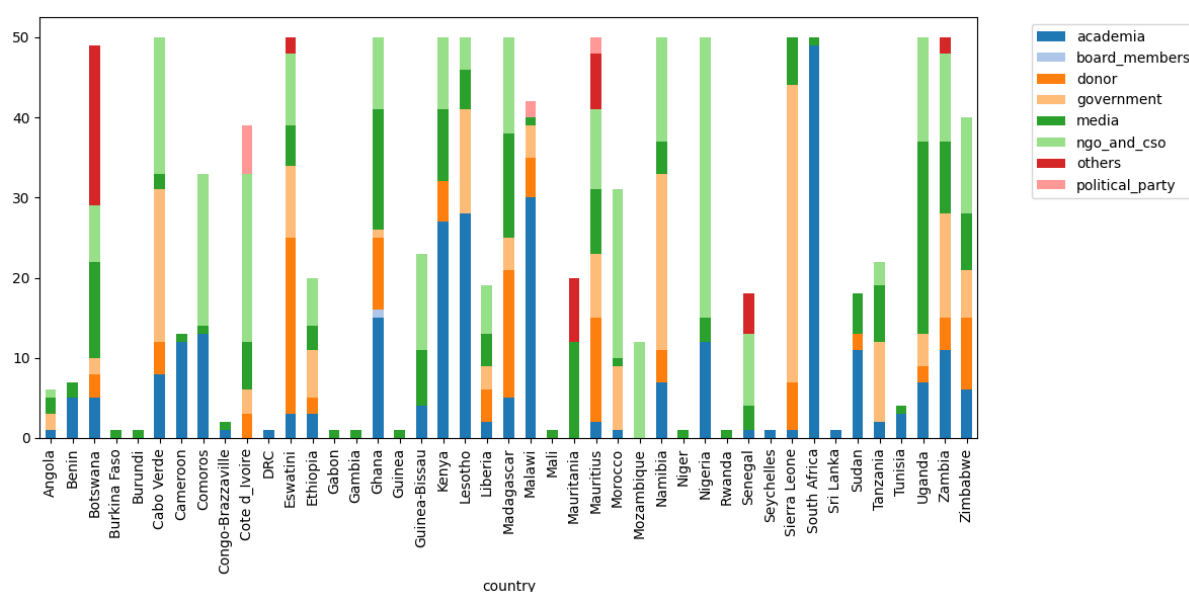
1. AB stakeholder maps that contained over 5000 email addresses. This dataset was reduced to 2110 unique stakeholders after removing duplicates and generic addresses (e.g., "info@" contacts). Only records with complete information across all variables (country, actor type, name, organisational name, and email) were retained.
2. AB capacity building initiatives. This dataset contained 541 unique addresses with complete data, representing individuals who participated in AB's various training programs.

A merged dataset enabled engagement with both direct stakeholders (capacity building participants) and more indirect stakeholders (broader stakeholder map contacts). This provided a proper coverage of AB's outreach and network. Note that in cases where a stakeholder has been included in more than one data set, the cases have been labelled as capacity building to highlight that the stakeholder has participated directly in AB operations.

To achieve better geographical balance, a country-level cap of 50 respondents was implemented across the 42 represented countries. For countries exceeding 50 unique addresses, an internal random sample was established to reflect the distribution of actor types from the original datasets. The final rebalanced target group, displayed in figure 1, contains 1076 unique stakeholders across 42 countries. The actor type proportions reflect the relative sizes of the underlying datasets for each country. The target group is furthermore distributed as follows when it comes to AB's core operation types:

- Round 9 stakeholder maps: 460 recipients (42.6%)
- Round 10 stakeholder maps: 355 recipients (32.9%)
- Capacity building dataset: 264 recipients (24.5%)

Figure 1. Survey recipients across countries and actor types



## 2.2 Response rate

A total of 168 responses were recorded during the data collection period that stretched between October 6, 2025, and October 29, 2025. This translates into a response rate of 15,5%, which is deemed fair under the current circumstances.

## 3. Analysis

The analysis of the survey data presented below is descriptive in nature, meaning that the data will be displayed without statistical or deeper analysis. The collected data is not considered to be representative of AB's target population. The data rather reflects a snapshot of included respondents' perceptions. Assessments of patterns among available



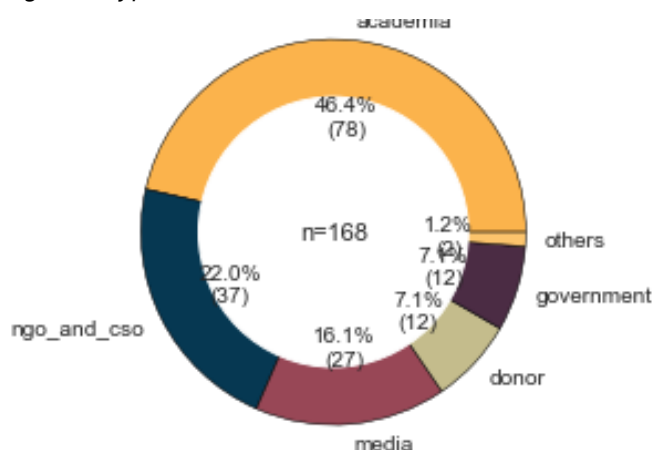
sub-groups in the data should therefore be taken with some caution<sup>75</sup>. However, the data is believed to provide a good estimation of current perceptions across various stakeholder segments, and has thus been incorporated into the analysis where deviating patterns have been observed. The analysis section is divided into six sub-sections:

- 3.1 Background data
- 3.2 Engagement with Afrobarometer
- 3.3 Utilisation of Afrobarometer products and services
- 3.4 Utility of Afrobarometer
- 3.5 Non-engagement with Afrobarometer
- 3.6 Final comments

### 3.1 Background data

This subsection presents background data on respondent characteristics. These characteristics will be used to identify and analyse response patterns across different demographic and stakeholder groups in a comparative approach.

Figure 2 Type of Actor



This figure (2) presents the distribution of type of actors among the respondents. Close to half of the respondents were Academia (46,5%). The second largest actor type was NGO and CSOs (22%), and the third largest group was media (16%). The last part of the respondents represents donors (7%), government (7%) and other type of actors (1%).

<sup>75</sup> Response patterns deviating with more or less than 10% for categories or +/- 0.3 for point estimates will be presented for sub-groups of interest that has more than 6 unique respondents.

Figure 3 Type of project component

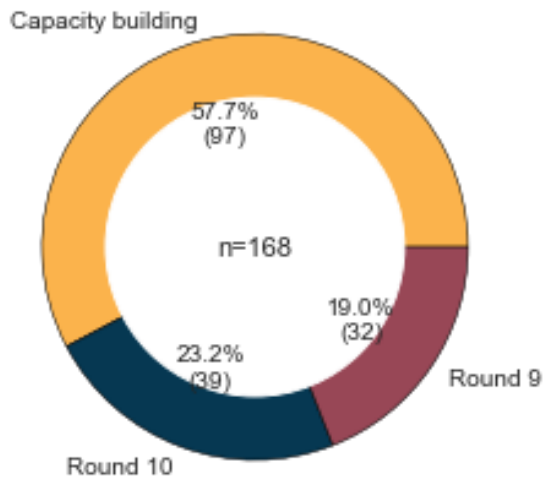
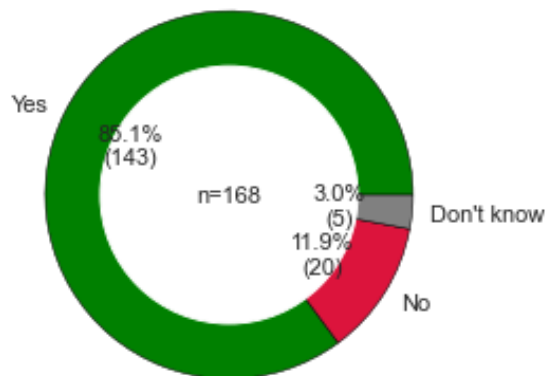


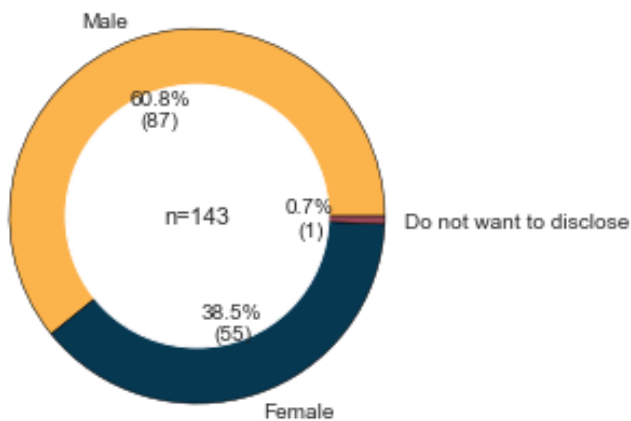
Figure 3 displays the type of AB component that the respondent represent. The majority (58%) was part of the capacity building data set mentioned above. Recipients from the two AB Rounds have a relative share close to one fifth each – Round 10 (23%) and Round 9 (19%). It is noteworthy that respondents from the capacity building component have much higher internal response rate (36,5% compared to the average 15,5%). This needs to be considered when reviewing the collected data and presented analysis below.

Figure 4 Engagement with Afrobarometer



85% of the respondents stated that they have engaged with AB in the past. The remaining share of the respondents had not engaged (12%) with AB or did not know (3%). The respondents that had not engaged with AB were inside the survey transferred to section 2.5 and received questions concerning their non-engagement with AB.

Figure 5 Gender balance



Just over 60% of the respondents were male and the 38,5% have registered as female. One individual did not want to disclose gender.

Figure 6. Age balance

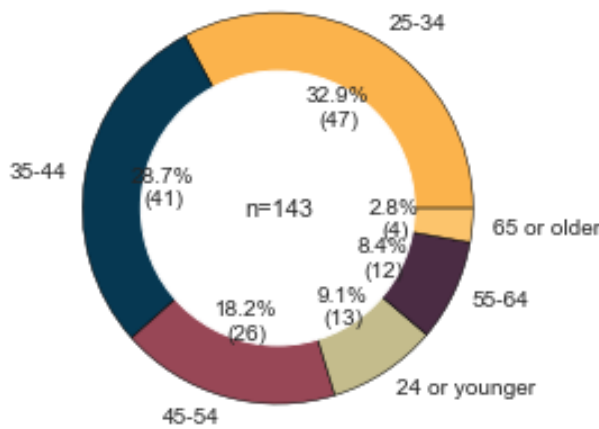
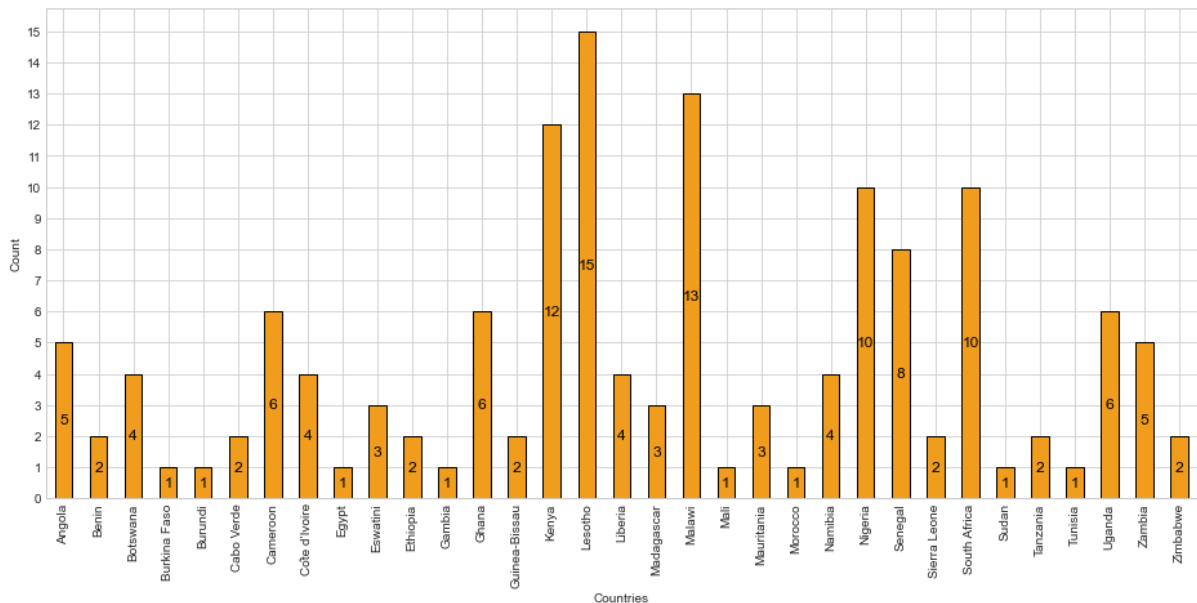


Figure 6 show that age distribution in the recorded data. One third of the respondents were between 25-34 years. The second largest age group span between 35-44, and the third largest group were respondents between 45-54 years. Respondents under 24 years constituted 9%, respondents between 55-54 had a share of 8,5% and respondents older than 65 made up close to three percent.

Figure 7. Country of residence among respondents



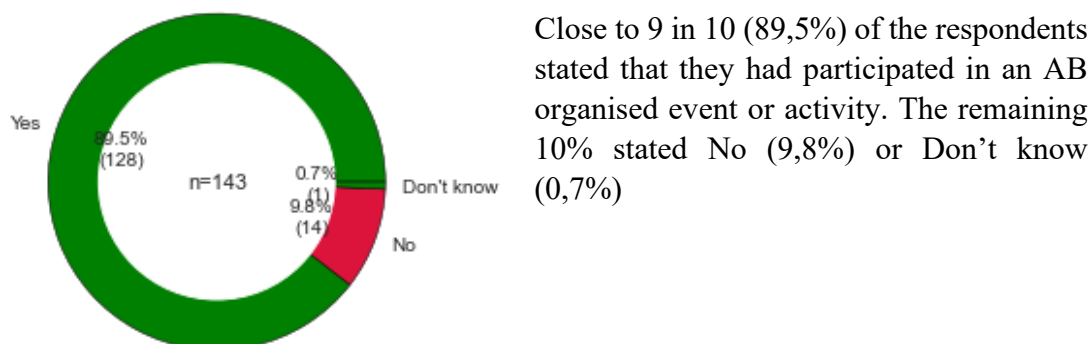
This figure (7) shows the country for residence, in alphabetical order, for the respondents. The most common countries were Lesotho (15 respondents/10,5%), Malawi (13 respondents/13/9%), Kenya (12 respondents/8%), Nigeria and South Africa (both 10 respondents/7%).

### 3.2 Engagement with Afrobarometer

This sub-section focuses on respondents' involvement in AB's operations and their perceptions of the functionality and utility of the same. The initial question was designed to single out recipients that have engaged with AB:

*B1. Have you participated in an Afrobarometer-led activity and/or event?*

Figure 8. Participated in Afrobarometer activity or event

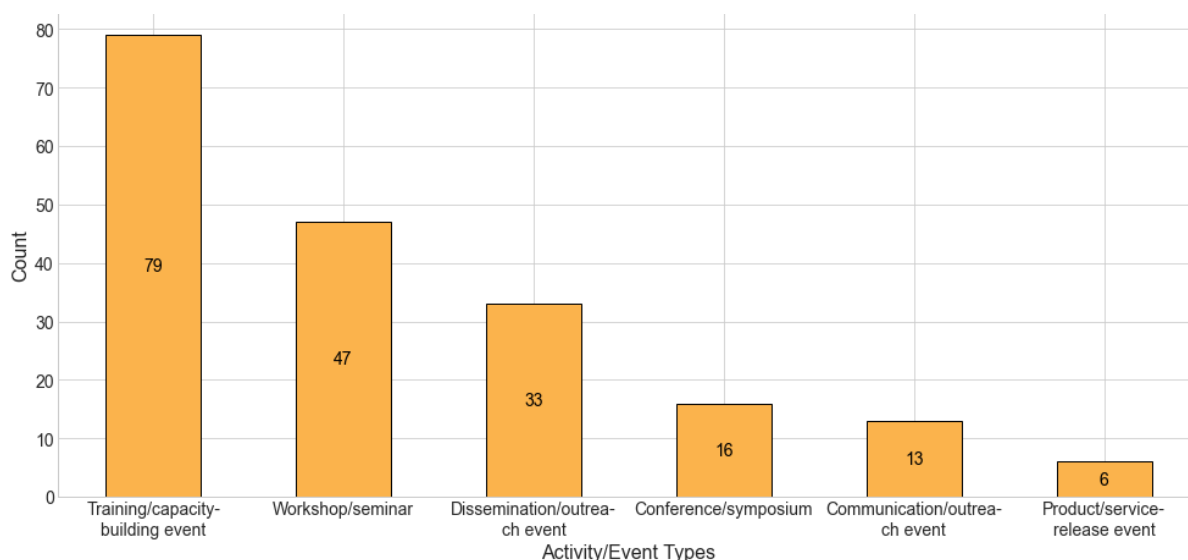


The next set of questions were directed to respondents that stated that they had engaged with AB by participating in an activity and/or even (128 respondents). The initial question was designed to get a better understanding of what kind of activity/ies the respondents have engaged in.

*B2. What type of Afrobarometer-led activities/events have you participated in?*

The most popular activity that 79 of the respondents stated that they have engaged in was training/capacity building (62%). The second most attended type of activity was workshop/seminar (47 respondents/36,5%), and next was dissemination/outreach event (33/25,5%). The three last types of events were less attended among the respondents – conference/symposium (16/12,5%), Communication/outreach event (13/10%), and product/service-release event (6/4,5%).

Figure 9. Respondents' engagement in Afrobarometer's operations (n=128)



## 4

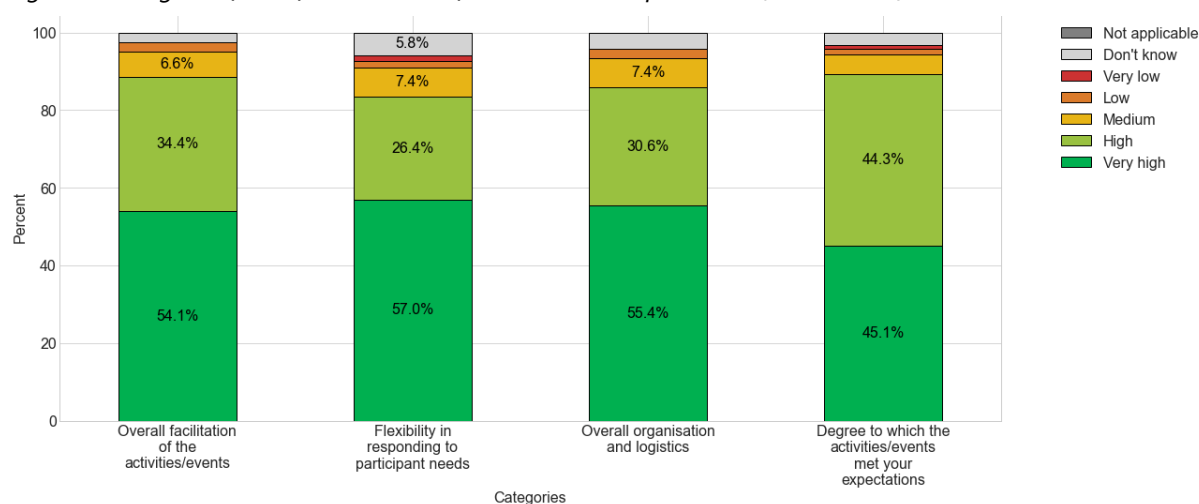
Looking at available data for sub-categories a few deviating patterns can be observed. Respondents between the age of 25-34 tend to be overrepresented in trainings (81% compared to 62% for the general average) and workshops (47,5%/36,5%). An opposite pattern can be observed for respondents between 45-54 – 38% at trainings and 19% at workshops. In addition to this, younger respondents (24 years or less) tend to be included in training more frequent (72,5%), and respondents between 55-64 seems to attend trainings to a lesser extent (50%). When focusing on various stakeholder types it is noteworthy that NGOs and CSOs are overrepresented at workshops (48%). Media actors seem to take part in training (79%) to a large extent, while not taking part in AB led workshops that much (21%).

The next question was included in the survey to shed a light on the respondents' overall satisfaction of AB's operations and engagement with the respondents. The question was formulated as follows:

*B3. On a scale from 1-5, please rate Afrobarometer's performance in the following areas.<sup>76</sup>*

Stakeholder satisfaction is very high or high among the respondents and across the categories of operations. The overall satisfaction of AB's operation was a satisfaction rate (very high/5 or high/4) of 84,5 % among the respondents. AB's flexibility towards participants needs is rated at 83,5%, overall organisation and logistics gets a 86% satisfaction rate, and the degree that the event met respondents' expectations get a 89,4%, with a slightly lower top mark – the only area under 50% with very high.

Figure 10. Degree of satisfaction with Afrobarometer's operations (n=114-119)



<sup>76</sup> Note that the various questions or categories using Likert scales have been standardised in this assessment to range from "very high" (5) to "very low" (1). The actual survey included both point estimates (1-5) and narrative descriptions that were adapted to fit each specific question context.

The only noticeable deviation is among NGOs and CSOs, which rate the flexibility in responding to participants' needs slightly lower than the overall average (4.1 compared to 4.4).

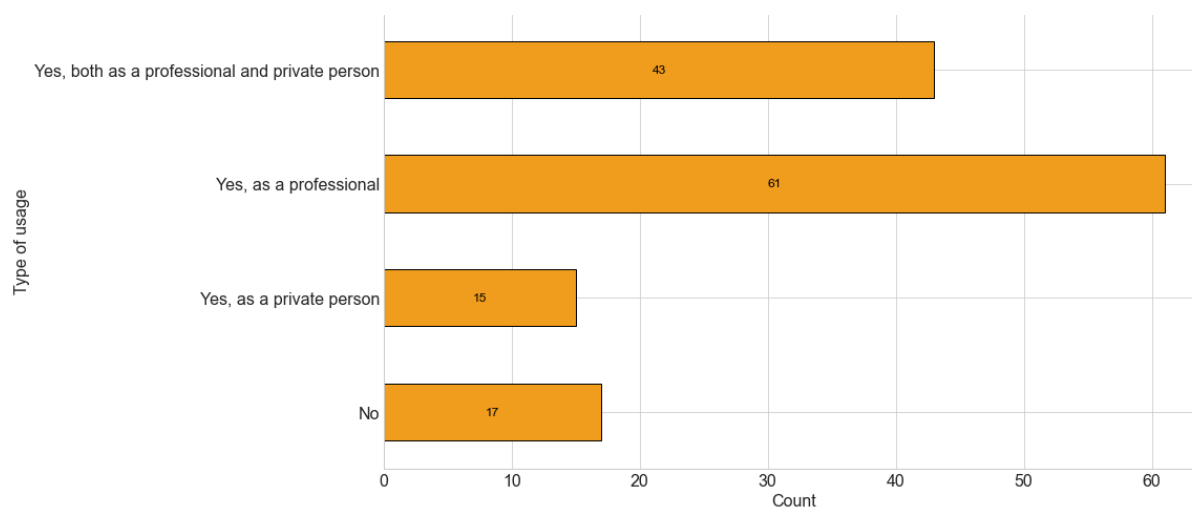
### 3.3 Utilisation of Afrobarometer products and services

The next couple of questions aim to increase understanding of how respondents use AB's products and to capture their perception of the utility of various offerings. The initial question was designed to determine in what capacity they use AB data and products and was formulated as follows:

*C1. Have you used Afrobarometer's products? (e.g. publication, data, press release, SDG scorecards, questionnaire, codebook etc.)*

The majority of respondents (close to 90%) stated that they have used AB's products. The most common response was that they use the products in their profession (61 respondents, 42%). An additional 43 respondents (30%) use it both in their work and in private. 15 respondents indicated that they only use them in a personal capacity (10.5%). Finally, 17 respondents stated that they have not used any of AB's products (12%).

Figure 11. Usage of Afrobarometer's products (n=143)



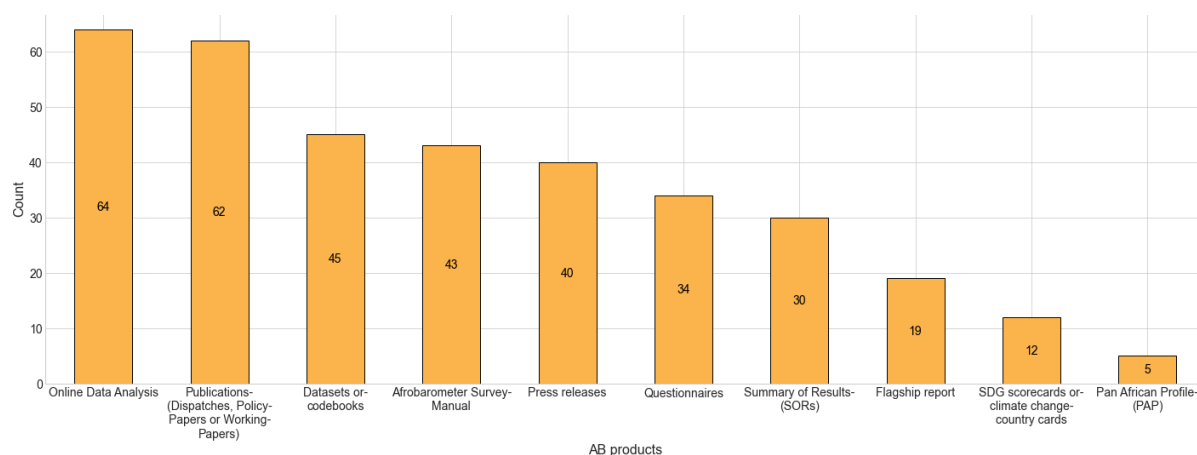
The next question was included to gather stakeholder information on the types of products used by respondents. Only those who indicated that they had used AB data were asked to respond. The question was formulated as follows:

*C2. Which of the following Afrobarometer products have you used?*

Two types of products stand out and seems to be widely used among respondents – online data analysis (ODA) (64 respondents, 51%) and various publications (62 respondents, 49%). There is also a midrange of used products that include datasets or codebooks (45 respondents, 36%), AB survey manual (43 respondents, 34%), and press releases (40 respondents, 32%). Products with lower usage include questionnaires (34

respondents, 27%), summary of results (SORs) (30 respondents, 24%), flagship report (19 respondents, 15%), SDG scorecards (12 respondents, 9.5%) and Pan Africa Profile (PAP) (5 respondents, 4%).

Figure 12. Usage of Afrobarometer's products among stakeholders (n=126)



Deviating patterns in the available sub-groups show that male respondents tend to use publications more frequently (58.5%) compared to the overall average of 49%. When looking at age as a differentiator, respondents between 25 and 34 years old demonstrate higher-than-average usage of several AB products. Specifically, 52.5% use the survey manual, 63% use datasets and codebooks, 73.5% use ODA, 63% use publications, and 47.5% use questionnaires. A more or less inverted pattern can be observed among respondents between 45-55 who report very low usage of several products: survey manual (11%), datasets/codebook (5%), publications (33%), and questionnaires (5%). Respondents aged 55–64 are underrepresented in the more technical products, with datasets/codebook at 25%, ODA at 33%, and questionnaires at 47.5%. Conversely, they are overrepresented in products such as the flagship report (25%), publications (75%), SDG scorecards (33%), and summary of results (18%).

Looking at AB's two branches of operations—capacity building and rounds—distinct differences emerge. Respondents involved in capacity building activities tend to use several products more than the average, including the survey manual (51%), datasets/codebook (55%), ODA (69%), and questionnaires (44%). In contrast, respondents from the AB Round dataset exhibit an almost opposite pattern, with survey manual at 16%, datasets/codebook at 13.5%, ODA at 34%, and questionnaires at 7%.

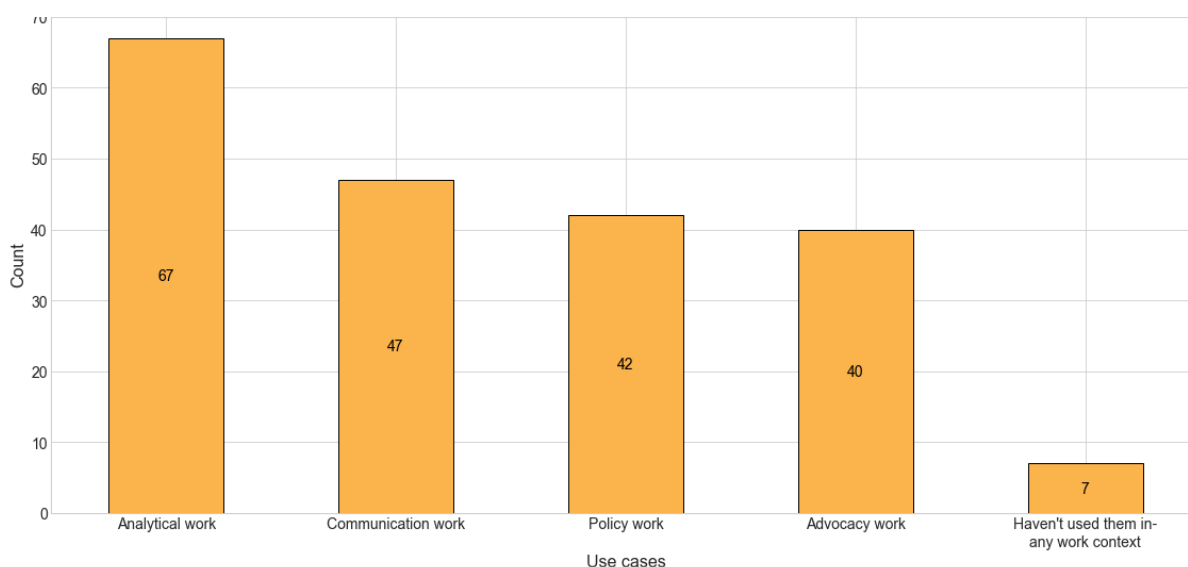
Among stakeholder types, academic respondents stand out for their higher usage of technical resources: survey manual (46.5%), datasets/codebook (56.5%), ODA (66.5%), and questionnaires (45%). Media respondents show a different trend, favouring press releases (53%) and publications (59%) more than the average, while using datasets/codebook (17.5%), questionnaires (12%), and SORs (12%) less than most others. Government actors, on the other hand, appear to rely heavily on press releases, with a usage rate of 71.4%.

The following question was developed to gain an insight of the context of what the recipients use AB products for. The question was formulated as follows:

*C3. In which of the following work contexts have you used Afrobarometer's products:*

The most common use case for applying AB products is analytical work (53%). Then there are three use cases that are almost equal among the respondents – communication work (37%), policy work (33%), and advocacy work (32%).

Figure 13. Use cases for Afrobarometer's products (n=126)



The next set of questions serves to estimate the recipient's perceived utility of AB's various products. The questions were as follows:

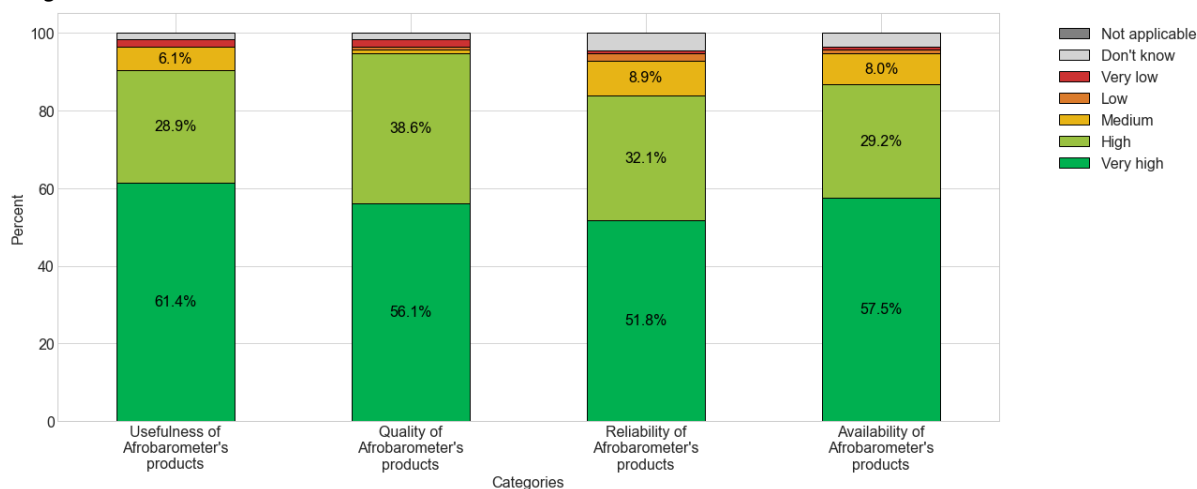
*C4. Please rate the following aspects of Afrobarometer's products on a scale from 1 to 5:<sup>77</sup>*

The respondents view on AB data is strong. The usefulness, quality, reliability and availability of AB's data are all estimated high by the absolute majority of respondents – usefulness of AB products (4,5 on a scale from 1-5), quality of AB products (4,5), reliability of AB products (4,4), and availability of AB products (4,5).

<sup>77</sup> Note that the various questions or categories using Likert scales have been standardised in this assessment to range from "very high" (5) to "very low" (1). The actual survey included both point estimates (1-5) and narrative descriptions that were adapted to fit each specific question context.



Figure 14. Stakeholder view on Afrobarometer data (n=112-114)



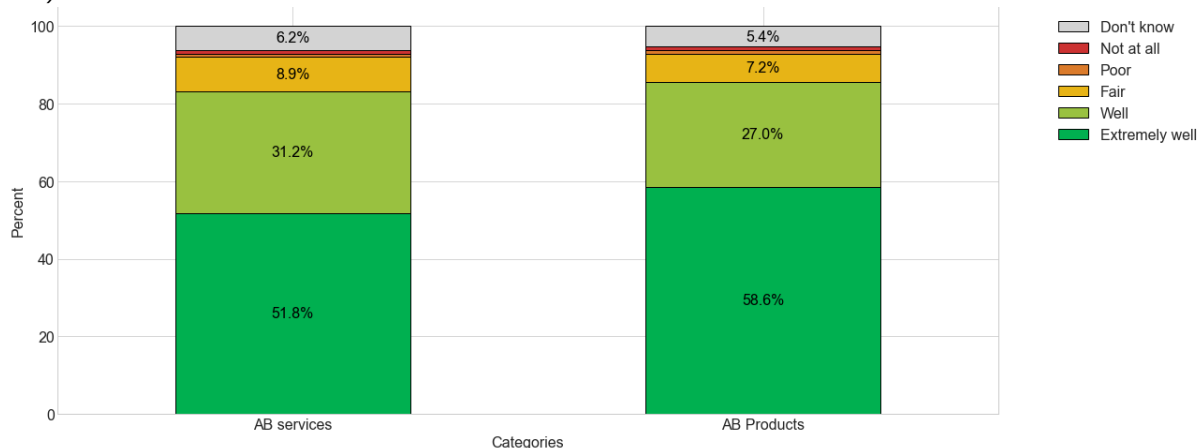
Among the available sub-groups a few deviating estimates have been recorded. Respondents between 55-65 come in lower across all areas - usefulness of AB products (4,1), quality of AB products (4,2), reliability of AB products (4,0), and availability of AB products (4,0). Media have a lower general average for the usefulness of AB products (4,2). Government actors tend to rate the quality of AB products (3,8) and reliability of AB products (3,8) a bit lower.

The next question was included to get a sense of the recipients view on AB's services and products' fit for the recipients' professional needs. The used survey question is displayed below:

*C5. On a scale from 1-5, how well do Afrobarometer's services and products correspond to your professional needs*

The respondents give high marks to AB's operations – over 80% of the respondents consider AB's services (52% extremely well or 31% well – 4,4 in average rating) and products (58,5%/27% - 4,5) to fit their professional need extremely well or well.

Figure 15. Stakeholder view on Afrobarometer data corresponding to professional needs (n=111-112)



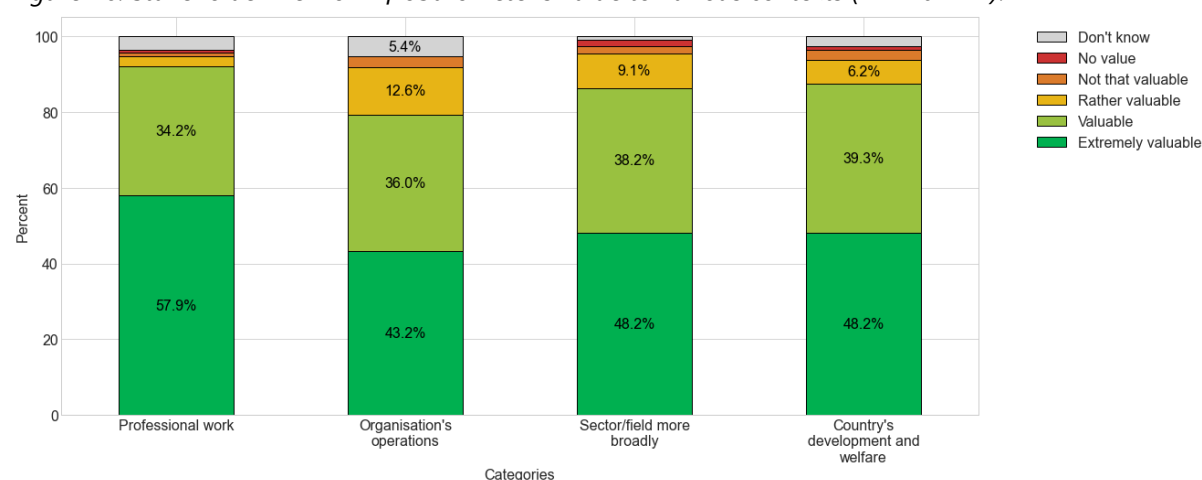
AB services have been deemed less fit the professional needs for donors (3,5) and government actors (4,0).

The next question is a follow-up to get more information on the respondents' view of the value of AB's products and operations for various dimensions of the respondents' contexts, from direct effect on their work to value in a broader social sense.

*C6. On a scale from 1-5, please rate the value of Afrobarometer's products in the following contexts:*

The respondents seem to consider Afrobarometer as a valuable organisation that deliver value across the listed categories in figure 16. A small variation can be observed for the share of respondents that rate the value as extremely valuable for their own professional work (58% - 4,5 average rating) is higher than the remaining response alternatives – country's development and welfare (48% - 4,3 rating), professional work (46% - 4,3 rating) and respondents own organisation (43% - 4,3 rating).

Figure 16. Stakeholder view on Afrobarometer's value to various contexts (n=110-114).



Younger respondents (24 years or younger) tend to consider the value for their own work (4,1) and the sector/field (3,8) to be lower.

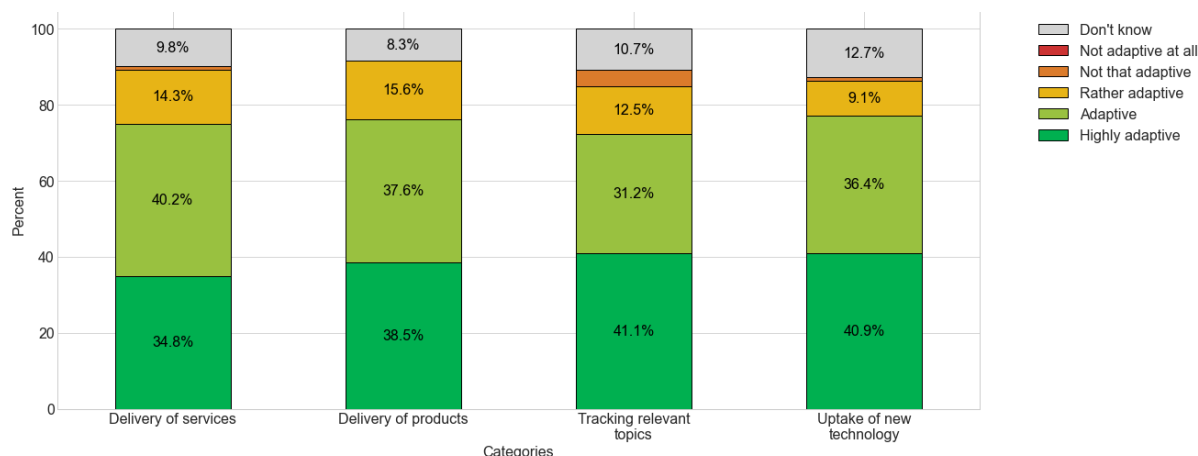
The next question is included to assess the respondents' view of AB's flexibility in various fields of operations. The question was formulated as follows:

*C7. On a scale from 1 to 5, how would you rate Afrobarometer's ability to adapt to changing circumstances in the following areas:*

For this question, the results are lower in relative terms compared to many of the other surveyed areas, suggesting that there is a relatively large share of respondents that consider AB's ability to adapt to various circumstance to be limited. Higher scores (4 or

5) are under 80% in aggregation across all categories – delivery of services (4,2), delivery of products (4,2), tracking relevant topics (4,2) and uptake of new technology (4,3). Note that respondents that have responded Don't know have been excluded from the rating calculation.

Figure 17. Stakeholder view on Afrobarometer's ability to adapt (n=109-112)



Respondents between 45-55 rate the tracking of relevant topics (3,9) and uptake of new technology (3,9) a bit lower. NGO and CSO (3,9) and government actors (3,6) come in a bit low on delivery of services. Media on the other hand has higher ratings for all areas - delivery of services (4,5), delivery of products (4,5), tracking relevant topics (4,5) and uptake of new technology (4,6)

A final (open) question in this sub-section was included to give the respondents an opportunity to provide suggestions that can make AB's products more valuable to their work.

*C8. Do you have any ideas that would make Afrobarometer's products more useful in your work?*

In summary, respondents provided interesting feedback on improving AB's operations across several key areas. Methodologically, they recommend refining the questionnaire by reducing total questions while deepening analysis on critical topics like economy and market trends, expanding geographic coverage to more countries, and incorporating qualitative feedback options. To enhance accessibility, suggestions include developing interactive dashboards, a mobile app, linked datasets with economic databases from the World Bank and IMF, placing publications in university libraries and government websites, and producing surveys in original data collection languages.

Respondents strongly emphasised strengthening capacity building through increased university outreach workshops, student engagement programs, and policymaker seminars to translate findings into evidence-based policies. They also called for enhanced partnerships with civil society organisations and grassroots stakeholders to co-produce action-oriented policy briefs, particularly on youth-related issues. Finally, improving visibility through decentralised dissemination to districts and grassroots

levels, expanded journalist outreach, podcasts or expert discussion channels, and more responsive communication was highlighted.

Despite these improvement suggestions, many respondents expressed satisfaction with AB's current products, noting they effectively cover political, economic, and social concepts and remain valuable for research, advocacy, and policy development. The full list of recorded responses is provided below:

*Table 1. Narrative response on ideas that would make Afrobarometer products more useful*

<b>Table 1. Narrative response on ideas that would make Afrobarometer products more useful (anonymised)</b>
<b>Need to partner with CSO or stakeholders at local community at grassroots level</b>
Afrobarometer should reduce the number of questions in the questionnaire. They should also dig deeper on some of the questions. That is if it can be asked in the following rounds.
To add more questions on the economy and market trends.
There are some gaps in survey questions leading to skewed responses. Some questions contradict each other particularly when you do comparisons.
Expand the size of the surveys to cover more countries.
Produce a long-term survey calendar to enable predictions for the availability of the data series.
Produce composite indicators on key multi-dimensional aspects.
So far, so good.
Afrobarometer should conduct more University outreach workshops or trainings, so that more people know about how they can utilise Afrobarometer products in their favour. Students can use Afrobarometer data in so many ways, either during their assignments or when collecting second-hand data for their final year research projects.
More seminars for policy makers in countries can also do better, because when policies are based on available information like that from Afrobarometer, they become more useful, as data from Afrobarometer is about people having their own opinions, it makes policies more relevant and useful for human needs.
Afrobarometer could create interactive dashboards or summary briefs focused specifically on youth-related findings, such as unemployment, governance participation, corruption, or trust in institution, This would help AYT tailor its advocacy and programming (e.g., under pillars like livelihood resilience or youth and governance) using updated evidence per country or region.
Collaborate with civil society organizations (like XXX) to co-produce short, action-oriented policy briefs using Afrobarometer data. These briefs could inform youth advocacy campaigns, public participation processes, or engagement with policymakers in areas like gender equality, climate resilience, and youth employment.
Must be more close to universities. Engage students. (meaning engage students)
No.
As I am already planning in my teachings, for example, to give dispatches that would be linked to the themes developed during my teachings to my students for analysis and commentary. This would constitute a sort of popularization of the Afrobarometer research documents.
No, Afrobarometer's products are useful.
There is need to follow up on partners activities and provide the relevant backup and support.
So far I am satisfied with Afrobarometer's products because they cover a range of concepts including political, economically and socially.
For Malawi, I would want to know how the use of English as the official language impacts civic engagement. If Afrobarometer could have questions regarding the language of use and civic engagement at national and local level, it would be great.

Diversifying thematic areas in any given year and should focus as well on aspects of public service management and not only politics.
Should put their products, especially the publications, raw databases and surveys in university libraries and government websites for better accessibility and usage. Should have partnership with local governments and national government agents like the planning authority.
Do community engagements.
Frequent data analysis of upcoming researchers, not one per year. It is not enough.
More dissemination at country level.
Afrobarometer could offer linked datasets combining its survey data with publicly available economic databases (like World Bank, IMF, or national statistics) , enabling easy panel data analysis through integration of governance and economic growth.
Improve reliability on the number of respondents and their geographical areas as environment has a way of influencing how one respond to certain questions.
also, pre- test with organisations that are in the field of research as they have trends analysis and thorough knowledge of the sector.
Continues civic education on perceptions and facts, aspects of segregation of duties in politics as to be precise in advocacy and public participation.
Some questions that allow for verbal feedback, which would allow for qualitative analyses. Also, if possible, incorporating real-time data.
No.
No all the best Afrobarometer.
Create an Afrobarometer mobile App.
For me Afrobarometer could be more effective on the Africa date. Today in general the Africa information the first source is outside of Africa.
No, I think it's very as of now. It should maintain its standards.
They should cover data from more topics such as the quality of life of children with motor disabilities in West Africa, ,specifically Ghana.
They are currently more useful.
A suggestion would be to disseminate products and workshops when possible to youth (from 12 to 18) and work closely with CSO or institutions that would do further research on their findings.
It would be great to have an Afrobarometer podcast or channel where Afrobarometer experts and other experts exchange on the thematics they usually do research on or even specific theme.
The questions of the surveys need more neutrality.
It is in excellent performance. It should maintain her status.
Dissemination of results should be decentralized to districts and the grassroots.
Nothing at the moment.
If they can cover more countries.
Integrating new topical issues in the databases.
Update of the user manual frequently.
Organisation of more information and dissemination sessions.
Regular updates and tracking.
should improve on visibility.
Cooperation with small and micro-press organizations.
None. Just a need to increase visibility.
Waiting for data sets in consumer analysis and marketing of goods and services
AB now need to start curating survey outputs in the languages in which the surveys were all conducted in the specific countries.

Use the recommendations to formulate concrete and practical policies and actions.

Afrobarometer's products are already user-friendly and effective.

Rien à signaler.

So far I am good with Afrobarometer's products, actually they are useful in our work.

Easy access to their dataset.

Continue advocacy on findings.

Continue regional capacity building in the region.

The personal should be more responsive to enquiries.

Il faudra plus de dissémination de données en direction des journalistes pays.

So far, Afrobarometer is doing well.

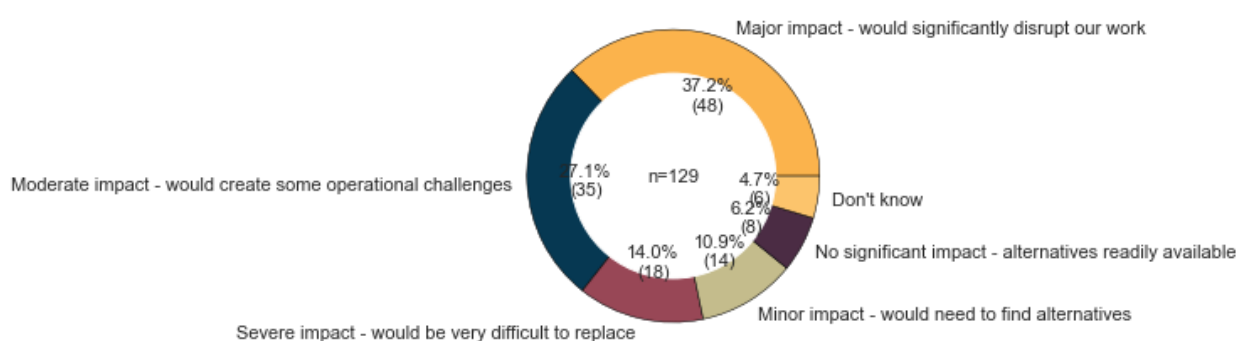
### 3.4 Utility of Afrobarometer

This section includes three questions with bearing on estimations of the perceived value that AB delivers according to the respondents. The initial question was designed to shed light on the effect and sustainability of ABs work is:

*D1. If Afrobarometer's products were no longer available, what would be the impact?*

The largest single share of respondents stated that there will be a major impact in their work should AB's data not be produced (37%). 27% of the respondent stated that there will be a moderate impact and 14% consider the impact to be severe. The remaining share of respondent stated minor impact (11%), No impact (6%) or that they did not know (5%).

Figure 18. Impact if Afrobarometer's products no longer was made available



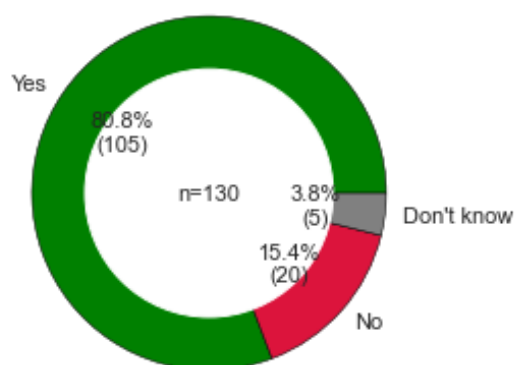
A relatively large proportion of respondents between 25-34 years consider the impact to be moderate (11,5%). Among respondents between 45-54 years there are an overrepresentation that think there will be a major impact (48%). Among the youngest group (24 years or younger) there is an underrepresentation for the response major impact (16,5%) and severe impact (0%). Among actor types governmental actors tend to respond major impact (50%) more than the average, and NGO and CSOs are deviating in the sense that none believe the consequences to be severe.

The next question is included to help estimate the outreach of ABs work and was formulated as follows:

*D2. Have you noticed Afrobarometer cited as a reference in materials you use professionally?*

A large majority of the respondents (81%) stated that they have seen citations of and references to AB in their professional materials. 15% stated that this was not the case and the remaining 4% responded that they didn't know. No clear deviating patterns was observed among the subgroups.

Figure 19. Afrobarometer noticed as a reference

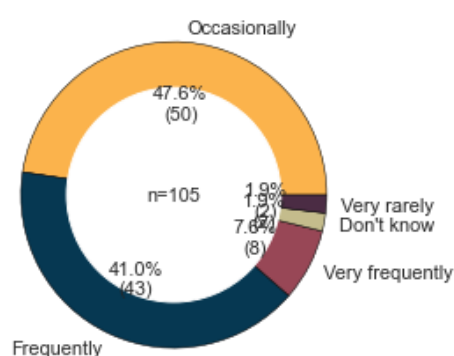


The final question in this sub-section was directed towards the respondents who had a positive answer in the former question, and thus had seen references to AB. The purpose with the question is to get a sense of the level of outreach in ABs data and the question was formulated as follows:

*How frequently do you encounter references to Afrobarometer in the professional materials you use?*

Close to half of the respondents stated that they had encounter references to AB occasionally (47,5%). A similar share of respondents stated that they have seen references frequently (41%) or very frequently (7,5%).

Figure 20. Frequency of references to Afrobarometer



### 3.5 Non-engagement with Afrobarometer

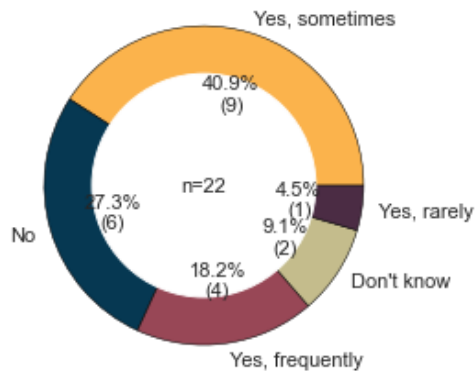
This section holds questions to respondents that responded that they had not engaged with AB (22 respondents), and the section has been included to follow-up on reasons to why they have not engaged or used AB products and services. The initial question was formulated as follows:

*E1. Have you ever heard of Afrobarometer or encountered their work?*

Roughly on third of these respondents stated that they have never heard of or encountered AB (27,5% or 6 individuals) or did not know (9% or 2 individuals). The remaining respondents answered yes, sometimes (41%); yes, frequently (18%); or yes, rarely (4,5%).



Figure 21. Heard of Afrobarometer

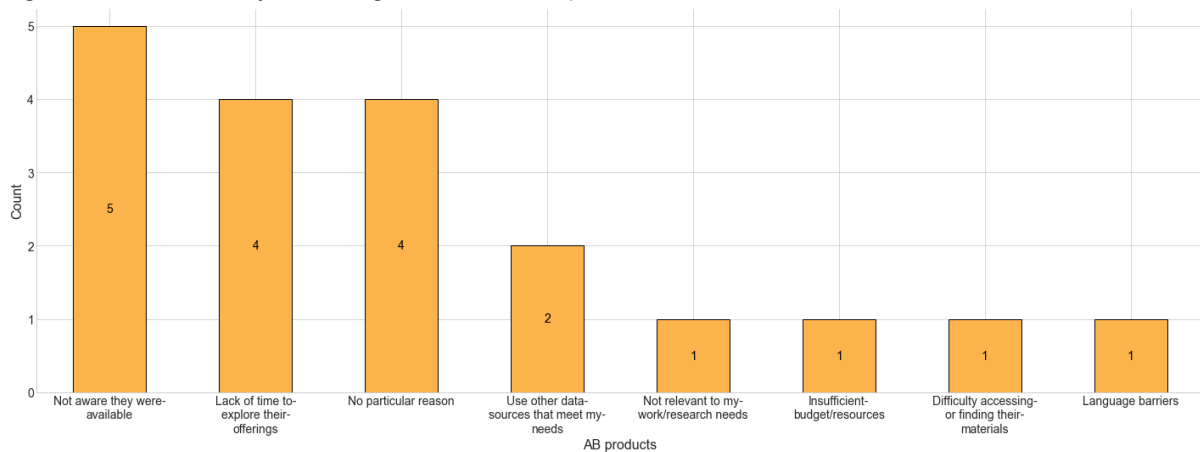


The next question followed-up among the respondents that had heard about or encountered AB, but not engaged. The purpose with the questions was to try to retrieve some reasons to why they do not use AB services and/or products.

#### E2. What are the reasons you have not used Afrobarometer's services or products?

The most common answers are not aware that they were available (38% - 5 respondents), lack of time to explore (31%/4 respondents), and no particular reason (31%/4 respondents).

Figure 22. Reasons why not using Afrobarometer products and services (n=13)



### 3.6 Final comments

A final section was included in the survey to allow the recipients to include any comments and or response that they wanted to provide. The question was an open question and was formulated as follows:

F1. Any final comments about Afrobarometer and their operations that you want to share or comment on?

In summary, respondents expressed gratitude to AB emphasising the organisation's critical role in their professional work. They highlight that AB provides invaluable tools and data that they utilise on a daily basis, which have become essential resources for conducting their research activities. The respondents stressed that AB's contribution extends far beyond simple learning opportunities – it represents practical, substantive work that directly supports their professional endeavours and research outcomes. They acknowledge the significant impact these resources have had on their ability to conduct meaningful research and analysis. The respondents conclude by expressing a strong desire to see AB receive greater publicity and public recognition, suggesting that the organisation's valuable work and contributions deserve wider visibility and appreciation in the broader community. This testimonial reflects appreciation for how AB's products have become integral to their daily research practice and professional success. The full list of recorded responses is inserted below.

*Table 2. Final comments*

<b>Table 2. Final comments (anonymised)</b>
<b>I am grateful to God for Afrobarometer and its sponsors for providing us with credible and important tools and data that we need daily in our work and research.</b>
<b>Nothing much just learning about their work. They should do more in terms of publicity and engagement</b>
<b>Continue to be objective, transparent and professional in its work.</b>
<b>We love working with Afrobarometer because it reveals real life situation to impact political leadership in Liberia and throughout the African continent.</b>
<b>We hope to continue working with Afrobarometer until the complex issues with Democratic leadership become limited on the continent.</b>
<b>The survey uses good methodology.</b>
<b>Keep up the good work . However limited presence felt in East Africa compared to the rest of the continent . More activities/ workshops should be undertaken to increase sensitization to not just civil society.</b>
<b>Maintain follow-up with scholars to assess their progress in fulfilling their commitments.</b>
<b>As this is my first contact, I can't say much, except that from now on we will do our best to consult you.</b>
<b>As a newspaper, we have always found information sourced from Afrobarometer invaluable to telling our stories. The data, the analysis and more, always provided the requisite balance we needed to inform our reader.</b>
<b>Afrobarometer is doing a great job in Africa, by letting people have a say, speak their mind, and help leaders to analyse precise data on public opinion. In my past training with Afrobarometer, I felt the training was so useful to me individually. I am looking forward to meeting or attend other training for Afrobarometer. I really appreciate Afrobarometer's job.</b>
<b>Keep shining, I appreciate you.</b>
<b>I really like what you are doing and please keep it up!</b>
<b>Afrobarometer continues to play a vital role in shaping democratic governance and accountability across Africa by providing reliable, citizen-driven data. Its commitment to amplifying the voices of ordinary citizens is commendable and remains an essential tool for organizations like Africa Youth Trust that design and advocate for youth-responsive policies and inclusive governance frameworks.</b>
<b>However, there is potential for even greater impact if Afrobarometer.</b>

Deepens collaboration with civil society organizations (CSOs) to ensure data insights translate into tangible advocacy outcomes at community and policy levels.
Enhances youth engagement in both data collection and dissemination processes empowering young people as data ambassadors and contributors to evidence-based change.
Improves subnational data granularity, especially in cross-border and marginalized areas, to better inform localized interventions.
Expands accessibility through simplified communication tools, visual summaries, and capacity-building for organizations that rely on such data for programming and policy advocacy.
I commend them on the amazing work they are doing especially on updating the data findings annually and how they consider both rural and urban settings.
I am content with the way Afrobarometer executes its duties.
No comments.
Thanks for reaching out.
Afrobarometer data is very important because it captures citizens' opinions on major issues. Therefore, it is important that the Afrobarometer initiative be continued.
Good work creating credible data for use in development.
Afrobarometer is doing a great work in Africa about democratic and quality of life of African people.
There are documents and data available on the website that are useful for reference.
The information is relevant to some of our work.
I would like to appreciate all Afrobarometer operations because they helped me in my work experience. For instance, I am now able to analyse gender equality in time series - maybe from 2015 to 2023. It's stakeholders are very fluent and encouraging people to use Afrobarometer databases in their studies. As a result I am now able to write any paper am interested in. Thank you Afrobarometer!!!
In Africa, data is hard to come by. Afrobarometer has been able to bridge this gap, especially in the social sciences. Both my Bachelor's and Master's Studies benefited from Afrobarometer data.
Afrobarometer is truly an African solution to reliable data problems.
It significantly helps communication professionals and even governments to better understand the aspirations of their citizens and how to provide sustainable solutions.
The findings from the Afrobarometer surveys are regarded as authoritative and are highly respected. At in Botswana, when a study has been completed it always more often than not comes out in the newspapers. this creates the necessary attention and outreach. Politicians also take them seriously.
Just want to thank Afrobarometer for the initiatives.
Kindly do more engagements with us.
Data analysis training should be data twice year not once, if possible. But also these training could be championed by local representative to ensure physical trainings.
Afrobarometer is the best on the continent. I encourage students to use some of its products.
No comments.
As stated previously on reliability.
Make easy and accessible tools that assist in relevant data already gathered by Afrobarometer.
Advise Afrobarometer National Partners such as Advision in Lesotho to provide practical sessions where people e.g.- (varsity students) who have engaged with Afrobarometer and its activities can take part in. Take part in surveys within their country, take part in the research process.
No.
Thanks.

Well done.
More capacity and trainings needed on the utilization of Afrobarometer tools and info for advocacy.
Well done. Continue the good work.
I AM A TANZANIA JOURNALIST, I DON'T KNOW ABOUT THIS, BECAUSE IT HAS NOT REACHED US.
Afrobarometer need increase campaigns and information for the African citizens.
It has all areas affecting country specific development issues. As such, it gives clear understanding of country's operations of its affairs and when using Afrobarometer data recommendations are highly impactful. And if countries take it seriously on remediations provided through AB data, it can help focus and change areas that negatively affect its development goals.
Afrobarometer has become part of my career development as a researcher and my academic life. I look forward to engaging more with Afrobarometer products and services.
Afrobarometer is good and has a wide range of data. This data is readily available for free and has been very helpful to many scholars and students. I haven't had the opportunity to use Afrobarometer data, given that I research climate change adaptation and need data in specific locations that cover at least a period of 15 years. The coverage of Afrobarometer is currently limited. Improvement is needed in this area.
Keep making your data available, they are truly enriching.
No comments because I never received any information about.
On Cabo Verde, unfortunately, the Afrobarometer studies and surveys are being used as a political tool for the opposition. For whom work with data to create public policies, is hard to trust in data from Afrobarometer, because is possible to see how the question are used to mold the answers, to fit some "pre conceived ideas" and not the reality.
The name sounds familiar but I'm not sure about their operations.
They are a reputable source of data. They must keep up the good work.
Afrobarometer should continue with its good work.
Afrobarometer is a very useful initiative which has had considerable impact on the governance landscape. It has really enriched the discourse.
they need to popularise themselves and the results of their work/research.
Let Afrobarometer continue to exist and offer products it does. It should not stop; The resources are very important in policy and development for my country and the African continent.
If the Afrobarometer could build more relations with newsrooms, especially in my country, South Africa.
Afrobarometer is imperative and should be encouraged.
Afrobarometer is a reliable source of statistics for most issues in Malawi
Thank you very much for the tremendous efforts made by the Foundation and its partners for Africa.
A good source of alternative information.
Nothing to share.
Keep on producing Afrobarometer reports. They are very useful.
AB needs to sensitize undergraduate students to use the AB survey data rather than just focusing on post-graduate students.
Il faut davantage former les journalistes et la société civile sur les méthodes de travail de Afrobarometer.
I will do my homework and read about this project.
None, I just commend Afrobarometer for the good work that they are doing.

The work undertaken by Afro barometer especially in Middle Income Countries like Uganda is vital for measuring important aspects of society like democracy and the wellbeing of people. It would be a welcome relief for the organization to be assisted to continue with its work.

More trainings/workshops and synergy with academia.

By internet.

Just keep researching.

I did like the capacity building activity led by Afrobarometer held in Nairobi. I notice though that they need of neutral collaborators in the country they want to investigate in any sector. It's also better to update your information because i noticed that some information are still being user while they are already off date, they are ancient, certain things have changed.

As I already pointed out: you or your products not being around anymore would be a disaster for all analysts as well as policy advisors and makers. That's for all your good work and achievements!

I have no comments as I am not familiar with the Afrobarometer.

Kudos to Afrobarometer team.

It would be much appreciated if the firm could provide suitable and necessary feedback on every engagement, particularly during the recruitment process.

C'est une bonne plate-forme sir les performances des pays et un excellent outil de plaidoyer.

I would highly appreciate if a brief were sent about Afrobarometer to me.

Thanks.

# Annex 7 Assessment of Afrobarometer Outreach Based on Meltwater Data

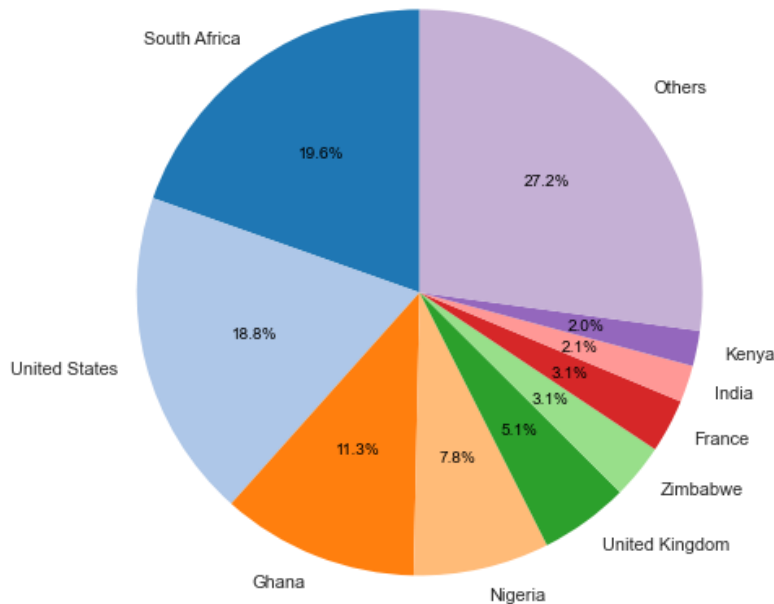
## 1. Introduction

The data used in this analysis was collected through Meltwater – a comprehensive media intelligence platform. Meltwater continuously monitors and analyses content from diverse digital sources across the internet, employing automated web crawling to systematically track real-time as well as historical data. The platform's extensive monitoring capabilities span multiple content types, including news outlets, social media platforms, blogs, and other digital channels. This broad coverage enables comprehensive tracking of both current and historical content across various sources (more info at <https://www.meltwater.com>). The evaluation team has used data from Meltwater to estimate part of AB's outreach across different countries, news outlets, and to measure how engagement evolved over time. It should be noted that this assessment was conducted using data made available by AB without independent verification of the underlying content. It also should be noted that 2025 has not ended when the evaluation team accessed the data.

## 2. Analysis

The full dataset contains 28076 observations spanning four years. Each observation captures key information including the date, headline, URL address, source, country, and reach estimate. It is important to note that the dataset reflects the overall level of web development and internet traffic in the available countries. Many countries have limited web infrastructure, and their lower representation in this data set reflects actual constraints in digital presence which need to be taken into consideration when viewing AB's outreach efforts in various countries.

Figure 1. Distribution of AB data per country 2022-2025  
(Countries with <2% share are aggregated as Others)



The single largest country is South Africa (20% of the observations) followed by USA (19%), and Ghana (11%). There are a few countries that has a share between 8% and 2% of the observations – Nigeria (8%), UK (5%), Zimbabwe (3%), France (3%), India (2%) and Kenya (2%). All other countries have relative shares below 2% and have been compiled in a single category labelled Others (27%).

Figure 2. Distribution of AB data per country and year 2022-2025

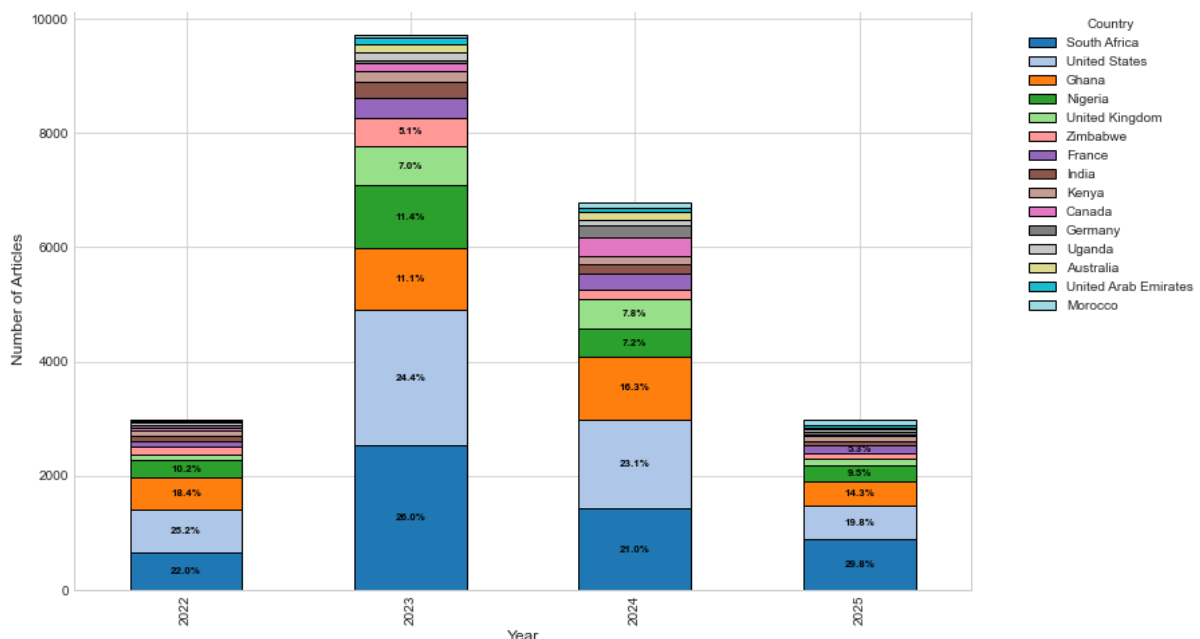


Figure 2 display the recorded observations for the top 15 countries across the four available years. 2025 contains data up until August. It is noteworthy that that the number of observations has fluctuated over the years, with a peak in 2024 and then a gradual decline in 2024 and 2025

Figure 3. Distribution of AB data per url and year 2022-2025

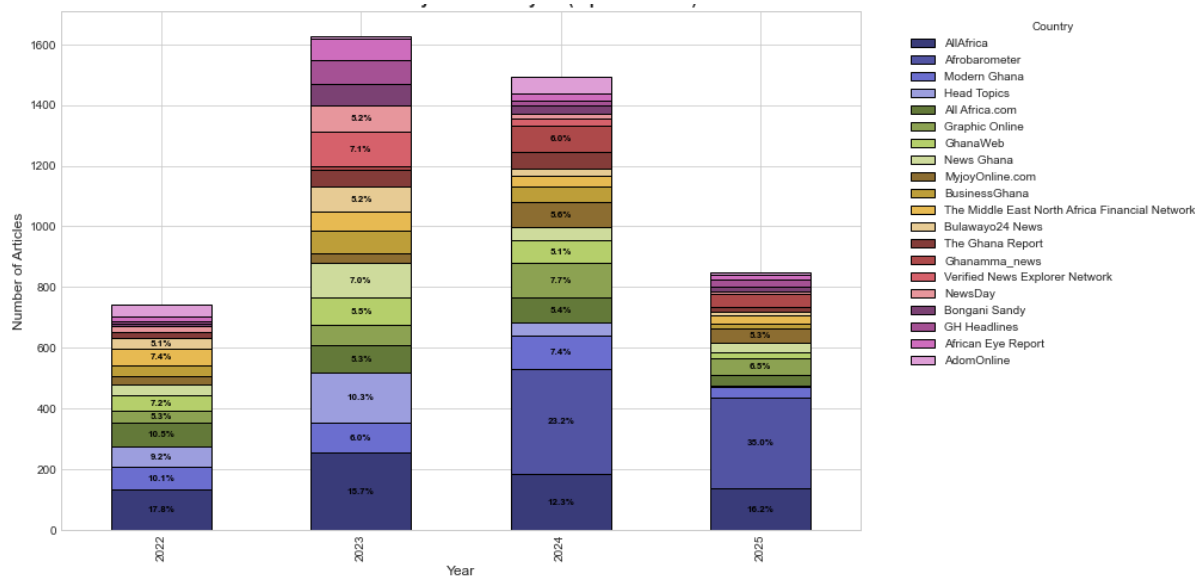


Figure 3 shows a similar pattern for the top 20 url/sources over the same period of time. Note however, that the actual numbers of observations are much lower for this data. The two most common sources over the actual period of time are AllAfrica and AB themselves.

Figure 4. Distribution of AB data per African country and year 2022-2025

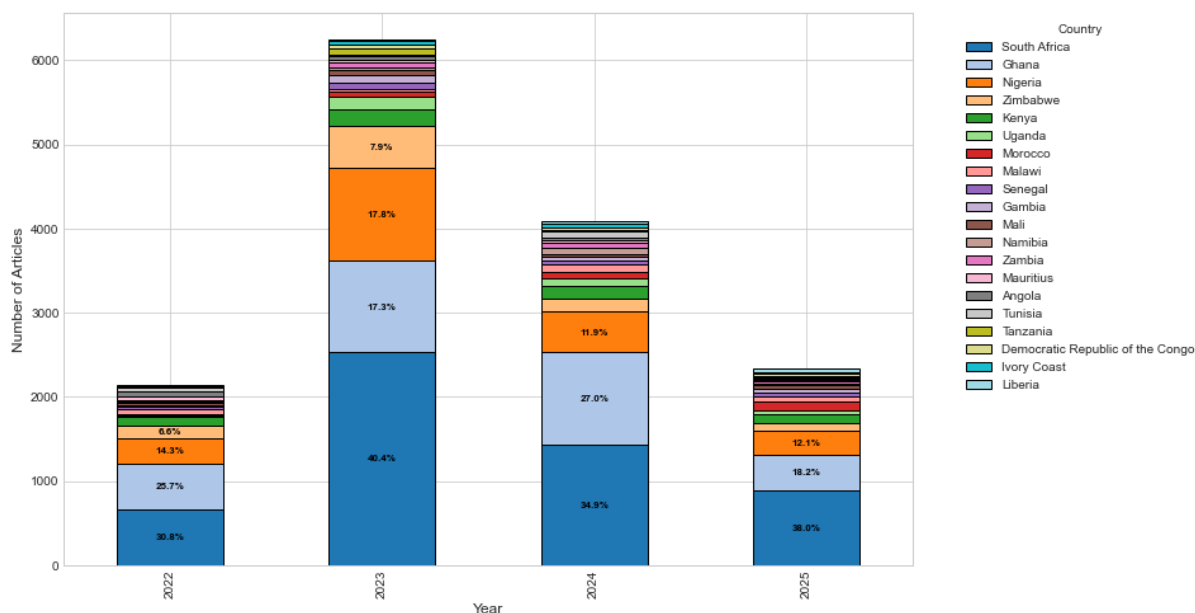


Figure 4 is a bit more relevant for the evaluation and shows the top 20 African countries. The most common countries are South Africa, Ghana, Nigeria and Zimbabwe. In total, there are 48 African countries registered and they are all listed with the number of observations for all years in the table below.



*Table 1. Distribution of AB data per African country*

Country	Observation
South Africa	5499
Ghana	3161
Nigeria	2183
Zimbabwe	877
Kenya	566
Uganda	312
Morocco	254
Malawi	233
Senegal	219
Gambia	176
Mali	163
Namibia	158
Zambia	148
Mauritius	146
Angola	139
Tunisia	132
Tanzania	127
Democratic Republic of the Congo	112
Ivory Coast	105
Liberia	99
Gabon	93
Somalia	70
Egypt	67
Rwanda	66
Botswana	60
Guinea	53
Sierra Leone	50
Cameroon	50
Burkina Faso	47
Madagascar	46
Cabo Verde	43
Benin	30
Central African Republic	27
Equatorial Guinea	25
Togo	24
Burundi	24
Mozambique	22
South Sudan	17
Ethiopia	14
Lesotho	14
Mauritania	11

Niger	8
Sudan	7
Seychelles	6
Guinea-Bissau	4
Eswatini	4
Algeria	4
Chad	3

## Assessment of Afrobarometer academic outreach and uptake based on Google Scholar data

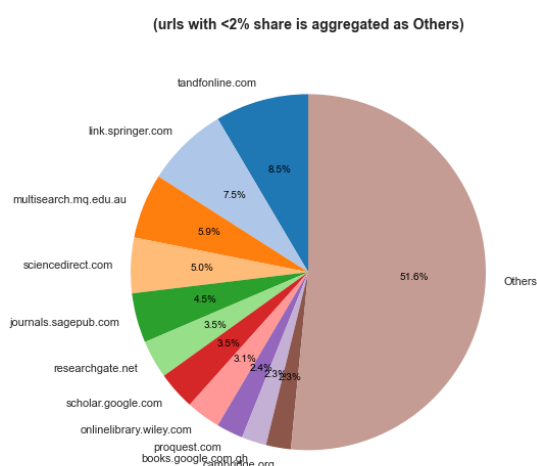
### 1. Introduction

This assessment uses data from Google Scholar (<https://scholar.google.com>), a comprehensive academic search engine that indexes scholarly literature across multiple disciplines and sources. The aim is to identify and estimate academic uptake of AB. It should be noted that Google Scholar's coverage, while extensive, may not be exhaustive, and the selection of sources reflects the available indexed content at the time of data collection. The findings presented are based on a data set supplied to the evaluation team by the AB MEL team. No validation of the data set has been conducted.

### 2. Analysis

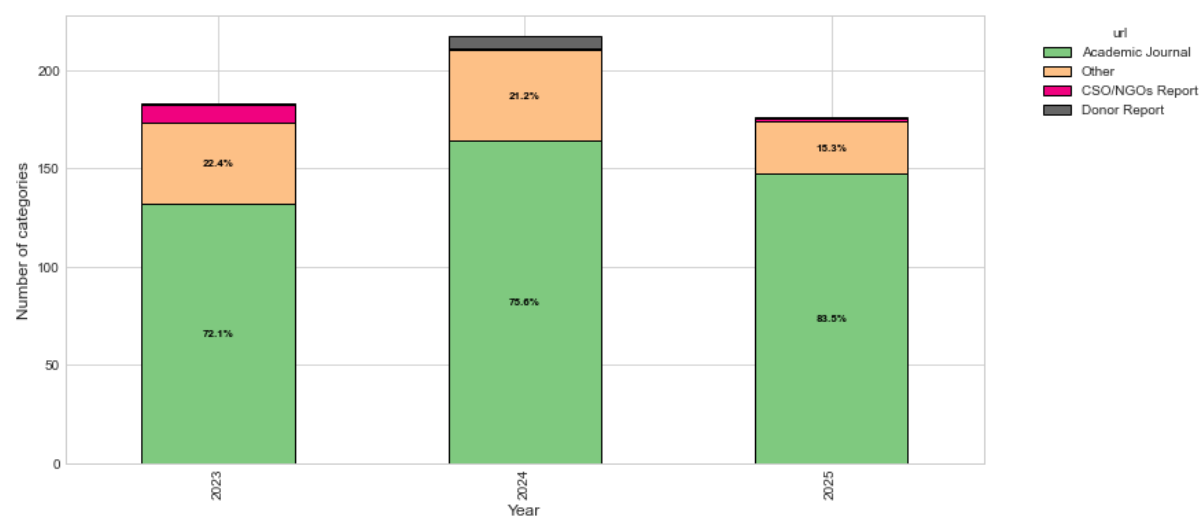
The dataset contains 576 observations spanning three years. Each observation captures key information including the date, category, summary and URL address.

Figure 1. Distribution of Google Scholar observations with reference to Afrobarometer



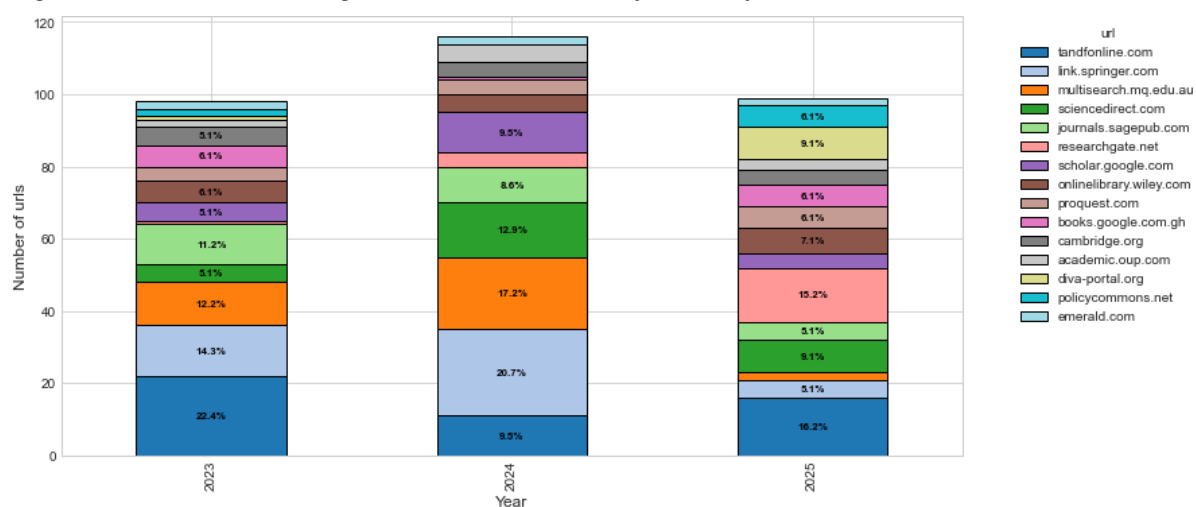
The most common url sources with more than a relative share of 5% are tandfonline.com (8,5%), springer.com (7,5%), mq.edu.au (6%) and sciencedirect.com (5%). All sources with a share under 2% have been aggregated as Others, which is more than half of the data set (51,5%).

Figure 2. Distribution of Google Scholar observations by category and year



This figure (2) shows the url source over available years for specific categories of web urls. The most common category is academic journal (range from 72-83% for the individual years). It is noteworthy that donors had a relatively large share in 2024.

Figure 3. Distribution of Google scholar observations by url and year



## Annex 8 Inception Report

# End-of-Term Evaluation of Afrobarometer's regional program 2023-2025

## **Inception Report**

Embassy of Sweden in Addis Ababa, Ethiopia

Date: 23 September 2025

# Contents

<b>1. Scope and Context of the Evaluation</b>	<b>139</b>
1.1 Evaluation Context and Purpose	139
1.2 Afrobarometer – the Organisation and Programme	142
1.3 Afrobarometer Stakeholders	147
<b>2. Evaluability and Theory of Change</b>	<b>151</b>
2.1 Evaluation Questions and Evaluability	151
2.2 Theory of Change (ToC)	153
<b>3. Proposed Approach and Methodology</b>	<b>156</b>
3.1 Overall Approach	156
3.2 Data collection and analysis methods	158
3.2.1 Document review and stakeholder mapping	159
3.2.2 Web search combined with Afrobarometer’s own monitoring & reporting tools	159
3.2.3 Interviews – open-ended or semi-structured	159
3.2.4 Case country studies	160
3.2.5 Key Stakeholder Survey	162
3.2.6 Contribution Analysis (CA) and Outcome Harvesting (OH)	163
3.2.7 Mixed methods triangulation	164
3.3 Evaluation Process	164
3.3.1 Inception Phase	164
3.3.2 Data Collection Phase	165
3.3.3 Verification, Analysis and Reporting	165
3.3.4 Seminar – Virtual Meeting	166
3.4 Planning the Field Work	166
3.4.1 Proposed Mission Schedules	170
<b>4. Limitations, Risks, and Challenges</b>	<b>171</b>
<b>5. Proposed overall work plan</b>	<b>174</b>
5.1 Deliverables	175

## Abbreviations and Acronyms

<b>AB</b>	Afrobarometer
<b>CA</b>	Contribution analysis
<b>CDD Ghana</b>	Center for Democratic Development-Ghana
<b>CP</b>	Core Partners
<b>CS</b>	Civil Society
<b>CSO</b>	Civil Society Organisation
<b>DFID</b>	Department for International Development
<b>ECDPM</b>	European Centre for Development Policy Management
<b>EM</b>	Evaluation Matrix
<b>EoS</b>	Embassy of Sweden
<b>ESG</b>	Evaluation Steering Group
<b>EU</b>	European Union
<b>EQ</b>	Evaluation Question
<b>FGD</b>	Focus Group Discussions
<b>GBV</b>	Gender Based Violence
<b>HRBA</b>	Human Rights Based Approach
<b>ICT</b>	Information and Communication Technologies
<b>KII</b>	Key Informant Interviews
<b>M</b>	Million
<b>MCC</b>	Millennium Challenge Corporation
<b>MEL</b>	Monitoring, Evaluation and Learning
<b>MFA</b>	Ministry of Foreign Affairs
<b>NP</b>	National Partner
<b>OH</b>	Outcome Harvesting
<b>QA</b>	Quality Assurance
<b>RBM</b>	Results based management
<b>SDG</b>	Sustainable Development Goal
<b>Sida</b>	Swedish International Development Cooperation Agency
<b>SS</b>	Snowball Sampling
<b>SU</b>	Support unit
<b>ToC</b>	Theory of Change
<b>ToR</b>	Terms of Reference
<b>UN</b>	United Nations
<b>UNDP</b>	United Nations Development Programme
<b>USAID</b>	United States Agency for International Development

## 1. Scope and Context of the Evaluation

The evaluation's object is Afrobarometer and its scope is the Afrobarometer network – including its core partners, national partners and support units – for the period January 2023 to date. During the inception phase the Evaluation Team has finalised the choice of the geographical scope of the evaluation in collaboration with Afrobarometer and Sida, guided by the need to respond to their priorities for the evaluation analysis, as we outline below.

In terms of the evaluation's analytical scope, several key issues have been flagged by Afrobarometer and Embassy of Sweden in Addis (EoS) in the evaluation Terms of Reference (ToR) as priority areas requiring careful investigation. Reflecting on these, we note potential synergies between these priority areas, which have informed the evaluation's analysis framework.

### 1.1. Evaluation Context and Purpose

#### *The Context of the evaluation*

Across Africa, democratic institutions, governance systems, and civic spaces remain diverse and in flux. Many countries have seen gains in political participation and accountability, yet these often coexist with fragile institutions, limited resources, and uneven service delivery. Citizens are increasingly demanding transparency and better governance, driven by a young, connected population whose aspirations are shaped by urbanisation, digital access, and exposure to global ideas. Social and cultural diversity enriches public life, but can also make consensus-building complex, particularly in contexts marked by inequality and competing priorities<sup>78</sup>.

#### *Afrobarometer*

It is in this dynamic landscape – marked by rapid change, persistent inequalities, and competing narratives – which creates both opportunities and challenges for generating and using reliable public opinion data that Afrobarometer works. In such an environment its role is vital: providing trusted, independent evidence of citizens' priorities and concerns, and ensuring that their voices inform policies and decisions. Its work depends on navigating varied political

---

<sup>78</sup> Various Afrobarometer sources including this: [https://www.afrobarometer.org/wp-content/uploads/2025/08/PP95-Digital-divide-in-Africa-closing-but-participation-in-digitalised-economy-still-uneven-Afrobarometer-23aug25.pdf?utm\\_source=chatgpt.com](https://www.afrobarometer.org/wp-content/uploads/2025/08/PP95-Digital-divide-in-Africa-closing-but-participation-in-digitalised-economy-still-uneven-Afrobarometer-23aug25.pdf?utm_source=chatgpt.com)



climates, building trust across diverse actors, and ensuring that citizen perspectives remain central in shaping the development path of African Countries.

***The Embassy of Sweden is a foundational Afrobarometer supporter***

Sida has been a foundational and continued supporter of Afrobarometer since its beginning in 1999 – more than 25 years – amid a broad range of other diversified supporters. Initially the consistent Swedish funding was channelled through agreements with CDD-Ghana<sup>79</sup>, under which Afrobarometer operated before becoming independent in 2019<sup>80</sup>.

In response to the outcome of a 2018 Sida commissioned Mid-Term Evaluation, Sida in November 2022 awarded its largest ever grant to Afrobarometer – 66 million SEK (approximately US\$6 million) over three years – supporting the network’s new 10-year strategy<sup>81</sup>.

***Sida’s Current Funding Phase<sup>82</sup>***

Afrobarometer submitted a funding proposal on 29 July 2022 requesting 160 MSEK for the 2023–2027 period. A revised proposal followed on 17 August 2022. Sida committed 66 MSEK in total, of which 56 M SEK has been disbursed to date. Disbursement breakdown as follows:

- o 2022: 20 M SEK
- o 2024: 22 M SEK
- o 2025: 14 M SEK

The funding covers core, non-earmarked support under a hybrid core/project modality, supporting Afrobarometer’s workstreams, including staffing and administration.

EoS stresses<sup>83</sup> that the funding provided to Afrobarometer is non-earmarked and contributes to all Afrobarometer’s work streams including staffing and administration. Afrobarometer’s present *grant activity period* with the EoS is from 1 Jan 2023 – 31st Dec 2025. The *agreement period* is however, from 10 December 2022 – 30 June 2026, this to allow time for production of a consolidated narrative report, as well as financial and audit reports to be submitted to the

<sup>79</sup> <https://cddgh.org/>

<sup>80</sup> [afrobarometer.org](https://afrobarometer.org/); [Sida.se](https://sida.se/); OpenAid (OpenAid is part of a longstanding international effort to enhance transparency with regard to international development cooperation and to introduce common standards for transparency through a global commitment to transparency).

<sup>81</sup> [cdn.sida.se](https://cdn.sida.se/)

<sup>82</sup> OpenAid Sweden (SE-0-SE-6-16094); <https://openaid.se/en/contributions/SE-0-SE-6-16094>

<sup>83</sup> This presentation is based on an email exchange between the evaluators and the EoS.

Embassy. The work during this period focuses on rounds 10, 11 and part of 12 of Afrobarometer's surveys. More specifically the period includes:

- field surveys in at least 40 African countries;
- development of a credible phone survey methodology;
- implementation of essential capacity-building programmes;
- to develop, sustain and expand Afrobarometer's analytic and signature products;
- widely disseminate survey results with a focus on expanding audiences and uptake;
- continue and deepen outreach to the African Union and its allied bodies, sub-regional economic communities, as well as universities; and
- collaborate with the media and identifiable civil society and advocacy groups, notably women, youth and minority groups to extend reach and impact.

The Embassy stresses that it is against these goals that they review and debate performance. The annual reports give diagnostics of the results achieved.

The Afrobarometer main deliverables to Sida are<sup>84</sup>:

- **Annual budgets and work plans** - Afrobarometer has to submit these documents to Sida every year for them to vet and approve. So once the budgets and work plans are approved by the Afrobarometer board they are submitted to Sida by 31 December every year.
- **Annual reports** - Afrobarometer's auditors also vet the narrative report to understand the effectiveness of expenditures; this implies that the final audited accounts incorporate the narrative report. For compliance purposes, the auditors also submit additionally agreed upon information to Sida on compliance of procedures.

### ***The Purpose of the Evaluation***

**The purpose** of this formative End-of-Term Evaluation of Afrobarometer's regional program 2023-2025 is to assess the continued relevance of the intervention, and the progress made towards achieving the planned objectives, document critical lessons learned, and provide an opportunity to make modifications to ensure the achievement of these objectives.

The ToR highlights the following **key issues** as important in this evaluation, they are therefore included in the below Evaluation Matrix together with the five EQs provided in the ToR:

- Would phone-surveys be cost-effective for rapid response to emerging policy issues?

---

<sup>84</sup> Information provided to the evaluation team by the Evaluation Steering Group (ESG).

- Does Afrobarometer’s communication programme succeed in reaching new audiences, engaging new stakeholders, increasing visibility and use of the data?
  - Which investments were most effective?
  - What are the best ways to driving further use of the data, especially among African governments and policy actors?
- In Afrobarometer’s capacity-building efforts, which activities have been most/least effective, and have they met partner and network needs?
- Has the recently implemented policy for partner recruitment worked?
  - Which are the impacts on survey management, institutional strengthening, capacity-building programmes, Afrobarometer’s reputation, and other elements of Afrobarometer?
  - Any policy or process improvement needed?
  - Any recommendations in terms of Core Partner recruitment?
- A consistent forward-looking analysis on whether key changes in the surrounding landscape merit Afrobarometer’s adjustments in order to ensure sustainability?

The above areas will be analysed and presented based on the OECD DAC evaluation criteria, as per the ToR, i.e. Relevance, Coherence, Effectiveness, Efficiency, and Sustainability and the OECD/DAC standards for evaluation.

## 1.2. Afrobarometer – the Organisation and Programme

Driven by a vision of policy making in which ordinary Africans have a voice, professors Michael Bratton, Robert Mattes, and E. Gyimah-Boadi merged three independent survey research projects to form Afrobarometer in 1999. Michigan State University, the Institute for Democratic Alternative<sup>85</sup>s in South Africa, and the Ghana Center for Democratic Development (CDD-Ghana)<sup>86</sup>. 25 years later CDD-Ghana remains a partner, and holds the responsibility of Core Partner for West Africa and North Africa, while Michigan State University is a Support Unit. Core Partners are the regional managers supervising the implementation by national partners, while Support Units offer specialised technical support to the network.

Being a pan-African, non-partisan survey research initiative, established to ensure that African citizens’ voices are heard on key issues of democracy, governance, and development, Afrobarometer’s vision today remains: *“A world in which Africa’s development is anchored in the realities and aspirations of its people.”* Afrobarometer strives to make citizen voice a key pillar of Africa policy and decision-making (mission) through producing high quality survey

---

<sup>85</sup> IDASA is now defunct. AB core partner for Southern Africa now is: Institute for Justice and Reconciliation (IJR), South Africa.

<sup>86</sup> Afrobarometer Website

data and analysis; widely disseminated; and built on capacity for survey research, analysis and communication on the continent<sup>87</sup>.

Afrobarometer is grounded in the principle of fostering “*African solutions to African problems*,” it promotes evidence-based policymaking rooted in systematic insights into people’s priorities and everyday experiences with state, market, and civil society actors.

Over the past 25 years, Afrobarometer has cultivated a wide-reaching network of social scientists and civic actors. Through this network, it has consistently generated independent, citizen-driven data to inform public debate and policy decisions – both within African societies and among international partners including donors, investors, and researchers.

To meet these goals Afrobarometer has built its work around the recent strategic plan’s<sup>88</sup> five focused outcome areas, namely:

6. Gather - African public opinion data are high-quality, relevant, timely, and accessible;
7. Analyse - State-of-the-art research and analysis inform public policy formation;
8. Inform - Afrobarometer’s profile raised, its audiences understood, and their needs met;
9. Build - Capacity built in survey research and data analysis across Africa;
10. Thrive - Strong and sustainable network organisation led by, for, and with Africans.

---

<sup>87</sup> Afrobarometer Strategic Plan 2022-2032

<sup>88</sup> <https://www.afrobarometer.org/wp-content/uploads/2022/11/AB-strategy-BOARD-APPROVED-2022-final.pdf>

Figure 18 The Afrobarometer Strategic Plan's 5 strategic priorities as presented in the strategy 2022 - 2032

## Strategy on one page

Afrobarometer's strategy covers five areas:

<b>1</b>	<b>Gather</b>
	<b>African public opinion data are high-quality, relevant, timely, and accessible</b>
a	High quality of survey maintained and methodology continuously improved
b	Demand-driven public opinion surveys developed
c	Efficiency in conducting surveys and timeliness enhanced
<b>2</b>	<b>Analyze</b>
	<b>State-of-the-art research and analysis inform public policy formation</b>
a	Knowledge generation and management improved
b	Accessibility of public opinion data sustained and improved
<b>3</b>	<b>Inform</b>
	<b>Afrobarometer's profile raised, its audiences understood, and their needs met</b>
a	Effective dissemination, communication, strong brand, and visibility advanced
b	Demand for and impact of Afrobarometer data and analysis increased
<b>4</b>	<b>Build</b>
	<b>Capacity built in survey research and data analysis across Africa</b>
a	Skills developed and strengthened, especially among the youth
b	Expertise and capacity across Africa extended
<b>5</b>	<b>Thrive</b>
	<b>Strong and sustainable network organization led by, for, and with Africans</b>
a	Resources mobilized effectively and sustainably
b	Partnerships extend Afrobarometer's capacity, reach, and impact
c	Institutional capacity strengthened

Since its launch in 1999, Afrobarometer has conducted 10 rounds of surveys with African citizens in 42 African countries, which together laid a strong foundation for understanding trends in public opinion and for incorporating popular preferences into policy processes.

Afrobarometer's findings have been widely shared with policy actors, civil society, and media audiences across Africa and internationally – through over 1,000 publications, a dynamic website, and an active social media presence. Its data have featured in parliamentary debates, cabinet meetings, media commentaries, and public discussions, helping reshape policy narratives by centring the voices and views of ordinary Africans. Upholding rigorous methodological standards, Afrobarometer has become a trusted source of public opinion data and a growing pillar of democratic accountability on the continent.

As noted in the Terms of Reference, the expansion of Afrobarometer’s scope highlighted the need for institutional reform. In 2018, a strategic organisational development process was initiated to meet rising technical and operational demands. Key milestones have included the adoption of a ten-year strategic vision, formal legal incorporation and trademark protection, the establishment of a permanent headquarters in Accra, Ghana, and the creation of a governance structure with a Board of Directors and International Advisory Council. A new staffing model was also implemented to clarify roles, boost performance, and enhance impact.

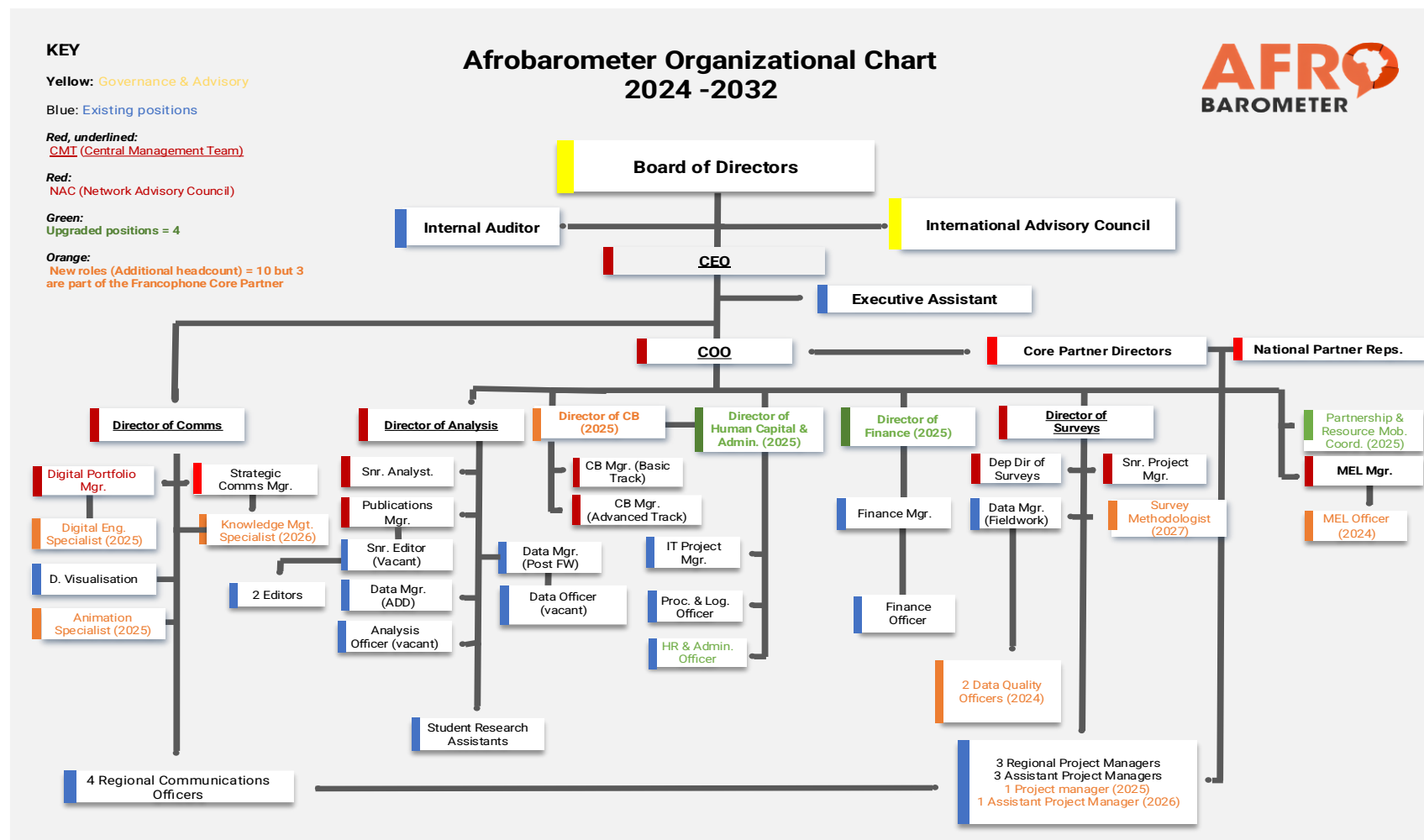
Today, Afrobarometer operates through a structured network of a Secretariat, Core Partners (CPs), National Partners (NPs), and Support Units (SUs). Between 2015 and 2025, Afrobarometer has been supported by bilateral, multilateral, and private donors. Country coverage expanded from 36 to 42 nations, while analytical outputs and outreach activities grew substantially. In 2024 alone, Afrobarometer recorded expenditures of USD 8.6 million – with 69% allocated to survey implementation and related activities<sup>89</sup>.

As reflected in the below overview of the Afrobarometer organisational structure, it has developed from being a network of likeminded organisations coordinated by the CDD-Ghana into an organisation, with new management structures including a Board of Directors and an International Advisory Council, and coordinated by a Secretariat based in Accra, Ghana.

---

<sup>89</sup> Presented in the ToR for this assignment.

Figure 2 The Afrobarometer Organisational Chart – updated July 10th 2024 (provided by the AB Secretariat in the start-up process of this evaluation process)



### 1.3. Afrobarometer Stakeholders

By nature, Afrobarometer has a vast variety of stakeholders representing the many different actors needed when collecting, analysing and dissemination its surveys. Afrobarometer's stakeholders include anyone who has an interest in, is affected by, or can influence the organisation's work. That includes *Internal stakeholders* – staff, Board, core partners, national partners and *External stakeholders* – governments, civil society, media, policymakers, academia, and donors. The stakeholders could be categorised as follows, grouped by their roles and based on the most recent sources on the afrobarometer.org site:

#### Governance and Oversight Bodies

These ensure Afrobarometer's accountability, strategy, and independence:

- Board of Directors: Comprising co-founders and diverse leaders across Africa – responsible for overseeing the network's mission and integrity.
- International Advisory Council: Senior political thinkers and leaders offering strategic intelligence, foresight, and global visibility for Afrobarometer.

#### Implementing Partners

These are institutional partners who execute Afrobarometer's operations – data collection, analysis, capacity-building, and more:

- National Partners: Over 30 local research organisations across Africa conduct country-level surveys and dissemination.
- Core Partners: Regional institutions providing coordination and methodological support – CDD-Ghana, Institute for Development Studies, University of Nairobi, and Institute for Justice and Reconciliation (South Africa).
- Support Units: Technical partners that furnish research expertise and support – University of Cape Town, Michigan State University, and University of Malawi.

#### Data Users and Policy Actors

These stakeholders rely on Afrobarometer's data and analysis to inform governance, policy, and advocacy:

- National level: African governments (presidents, ministries, anti-corruption bodies), civil society organisations (CSOs), media and researchers/academia. Afrobarometer's findings inform policy priorities, transparency efforts, and monitoring.
- Regional and continental institutions: Including the African Union, African Development Bank, and United Nations Economic Commission for Africa – which use Afrobarometer data in regional assessments and policymaking.
- International agencies and development partners: Such as USAID, MCC, Sida, EU, World Bank, and more – who use the data to guide international programmes and support development initiatives.



### Strategic Partners and Think Tank Collaborators

Organisations helping amplify Afrobarometer's reach through joint work, analysis, and policy influence (academia is also a part here):

- Stakeholders include the Mo Ibrahim Foundation, Economist Intelligence Unit, UNDP, World Bank, Global Centre for Pluralism, and Mastercard Foundation, among others; they use Afrobarometer's evidence in broader research and governance indices.
- Collaboration with media and academic platforms like Africa Portal, Good Governance Africa, ECDPM, and University of Pretoria (Future Africa) enhances outreach and strategic alignment.

### Funding partners

Afrobarometer's funding partners are important stakeholders as they provide the financial resources that make Afrobarometer's work possible, they often have strategic interests in how Afrobarometer develops and how the data is used, and furthermore they can influence programme priorities, reporting requirements, and dissemination.

Table 2 Overview of Afrobarometer Stakeholder Groups

Afrobarometer Stakeholder Groups		Function/Role
INTERNAL STAKEHOLDERS	Governance & Oversight	Board of Directors, International Advisory Council
	Implementing Partners	National Partners, Core Partners, Support Units conducting research and surveys
EXTERNAL STAKEHOLDERS	Data Users & Policy Actors	Governments, Political Parties, CSOs, media, academia, regional/international agencies, private sector ('free riders' using data without contributing so far)
	Strategic & Think Tank Partners	Institutions using data for indices, analysis, or advocacy, academia
	Funding Partners	Afrobarometer's funding partners are important stakeholders providing the financial resources that make Afrobarometer's work possible

Together, these stakeholders form a collaborative ecosystem (from data generation to strategic action) ensuring that Afrobarometer remains a trusted, independent voice for citizens across Africa – with 'governance and oversight' providing the strong overall enabling environment securing the all-important accountability and transparency.

Afrobarometer's stakeholder categories in the national Afrobarometer stakeholder maps<sup>90</sup> vary, but usually include the following stakeholder groups, which are mentioned into our stakeholder mapping above:

- National Partner(s) e.g. CDD-Ghana Board
- CSOs & NGOs
- Political parties
- Diplomats & Donor agencies
- Ministers, Constitutional bodies
- Academia
- Media

*Table 3 Afrobarometer Stakeholder Groups' relation to this evaluation*

Afrobarometer Stakeholders	What is their level of interest in the evaluation?	How will they be kept informed / engaged in the evaluation?	Will they be participants or respondents in evaluation?
Governance and oversight	Their level of interest is high as evaluation is part of the accountability, which is their responsibility	Via the Evaluation Steering Group (ESG). The Board chair will be interviewed by the evaluation team. Others possibly.	They are not foreseen to participate, but will be respondents (see cell to the left)
Implementation partners	Being Afrobarometer implementers, these parts of the Afrobarometer structure will be very interested	Via the ESG. The Board chair will be interviewed by the evaluation team. Others possibly.	Both national and core partners in four case countries (see below) will be engaged in person. Others may be interviewed online.
Data Users and Policy Actors	Not necessarily very interested in the evaluation as such	Once the evaluation is concluded, they will from the EoS and Afrobarometer the final report of the evaluation or a link to the report.	Through the survey that will be part of the evaluation (see below).
Strategic and Think Tank Partners	Not necessarily very interested in the evaluation as such	Once the evaluation is concluded, they will from the EoS and receive Afrobarometer the final report of the evaluation or a link to the report documentation	They will be targeted through the survey.
Afrobarometer Donors and other Funding Partners	Interested in knowing the evaluation findings and recommendations	The ESG is responsible for keeping them informed <sup>91</sup>	They will not take part in the evaluation but will possibly be interviewed by the evaluators.

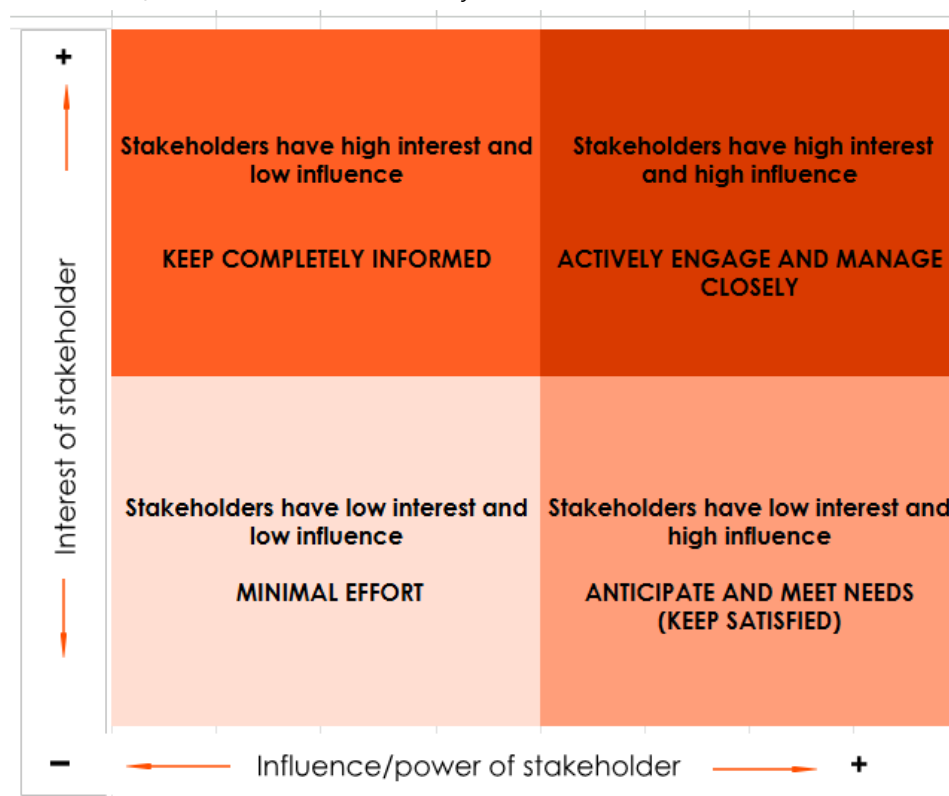
As further developed in the evaluation matrix below, special data collection tools and processes are presented in section 3, to effectively engage the different stakeholder groups.

<sup>90</sup> Which naturally do not include the AB's own governance and oversight level

<sup>91</sup> According to the ToR for this assignment.

Afrobarometer works very strategically in its vast network of stakeholders as expressed in the below Stakeholder Analysis Matrix cum Power–Interest Grid, which effectively maps stakeholders according to their level of interest in the project/programme while assessing their level of influence/power over its outcomes and deciding the best engagement strategy for each group.

Table 4 The Afrobarometer Stakeholder Analysis Matrix cum Power–Interest Grid



Matching this with the stakeholder mapping above, we can tentatively at this stage foresee their general placement in the evaluation matrix (see 2. below) as follows:

***High interest / High influence > Actively engage and manage closely (top right quadrant***

- *Core donors* (e.g., Sida, USAID, EU, Mo Ibrahim Foundation) who fund core activities and influence strategic direction.
- *Core Partners* (CDD-Ghana, IDS-Nairobi, IJR-South Africa) who coordinate surveys and methodology, critical for delivery.
- *Afrobarometer Board of Directors* who governance and strategic oversight.
- *Regional Institutions* (African Union, African Development Bank) who use data in high-level policy decisions.

***High interest / Low influence > Keep completely informed***

- *Citizens/respondents* who make up the ultimate source of Afrobarometer's data; high stake in outcomes but limited direct influence on operations.
- *Academics/researchers* who are heavy users of data, contribute to visibility and credibility.

- *Civil society organisations (non-partner)* who use the Afrobarometer findings for advocacy.

***Low interest / High influence > Keep satisfied***

- *National governments (non-partner ministries)* who can facilitate or restrict survey implementation; may not always be directly engaged unless findings are politically relevant.
- *Large regional donors not currently funding Afrobarometer* but who are potential funders whose goodwill matters.
- *Major media outlets* that can amplify or ignore findings, affecting public reach.

***Low interest / Low influence > Minimal effort***

*General public outside surveyed countries* who are those with most limited relevance.

- *Peripheral academic institutions* not currently collaborating.
- *Small NGOs without data focus* who have a low use of Afrobarometer products.

During our extended field work and analysis, it will be interesting to review this for focused recommendations

## **2. Evaluability and Theory of Change**

This section presents the evaluation questions, our evaluability assessment and the evaluators' initial work with the Afrobarometer AB Theory of Change. In Annex 4 we share an elaborated version of this evaluation's 'Evaluation Matrix'. We have chosen to expand the traditional framework to ensure a clear inner coherence between the DAC evaluation criteria; the individual Evaluation questions (from the ToR); Indicators; Applied method/s (KII or Survey); Target group; Assumption/s; and finally Availability and reliability of data (including from document review) – and comments.

### **Evaluation Questions and Evaluability**

This section gives the evaluability assessment results based on desk research during the current inception phase. This assessment determines the extent to which the object under evaluation can be evaluated reliably and credibly, producing useful results. In doing so, it looks at these two dimensions of evaluability<sup>92</sup>: Evaluability in principle and evaluability in practice.

Important factors considered in assessing the evaluability "in principle" include the clarity of the evaluation goals and objectives, and the clarity/relevance of the evaluation questions given in the Terms of Reference (ToR) for the evaluation. Regarding the evaluation questions, the

---

<sup>92</sup> As given in the DFID Working Paper (Davies 2013) on Evaluability Assessment: 'Planning evaluability assessments: A synthesis of the literature with recommendations. DFID Working Paper 40.

ToR proposes a set of five issues to address. The NIRAS proposal formulated the evaluation questions based on those, which are also included in this inception report.

The evaluation matrix referred to above and presented in annex 4, unfolds how we plan to address the individual questions including which of our evaluation methods (see section 3) will be used to ensure the best possible coverage of each.

We have chosen to present 'effectiveness' before 'efficiency' for the flow of the (presentation of) the assessment. We have maintained the ToR numbering to facilitate comparison with the ToR.

### ***The Evaluation questions (EQs):***

#### **RELEVANCE, COHERENCE**

**EQ 1: To what extent do the intervention objectives and design respond to key changes in the surrounding landscape, including beneficiaries' and targets groups' [user groups] needs and priorities?**

#### **EFFECTIVENESS**

**EQ 3: To what extent has the intervention achieved, or is expected to achieve, its objectives, and its results, including any differential results across groups?**

**EQ 4: Has the Monitoring, Evaluation and Learning (MEL) system delivered robust and useful information that could be used to assess progress towards outcomes and contribute to learning?**

#### **EFFICIENCY**

**EQ 2: Could the intervention deliver results in an economic and more time-efficient way?**

#### **SUSTAINABILITY**

**EQ5: To what extent will the benefits of the intervention continue, or are likely to continue?**

Besides addressing the above five evaluation questions, we will be mindful of the **important purpose** of the evaluation to provide the recommendations requested and presented under 'Purpose of the Evaluation' in section 1.1 above. The issues highlighted there have been integrated into the evaluation matrix as well.

### **Evaluability "in practice"**

The evaluation team believes that the number of evaluation questions is reasonable and can be covered within the available resources and timeframe. However, the team acknowledges that there may be challenges in accessing all relevant information and reaching all potential stakeholders for the evaluation. With good, timely planning and a strong utilisation focus and

approach, it is expected that all involved will make all possible efforts to overcome these. Any limitations will be indicated in the final evaluation report.

## 2.1. Theory of Change (ToC)

The Afrobarometer not-for-profit research network operates with a narrative ToC, which does not include assumptions and drivers of change. The evaluators will work to map these in dialogue with the Afrobarometer teams:

### The Afrobarometer theory of change is that:

- If** African public opinion data are high-quality, independent, non-partisan, accessible, timely, and relevant; and
- If** State-of-the-art research and analysis is produced; and
- If** A sustainable institution communicates effectively and builds survey research analysis, and communication capacity across the continent; and
- If** this work is led by, for, and with Africans;
- Then** Governments, policymakers and influencers, and other stakeholders will use and value Afrobarometer data and analysis; and
- Therefore** African citizens' voices will be amplified and can better inform public policy and development decision-making for thriving societies.

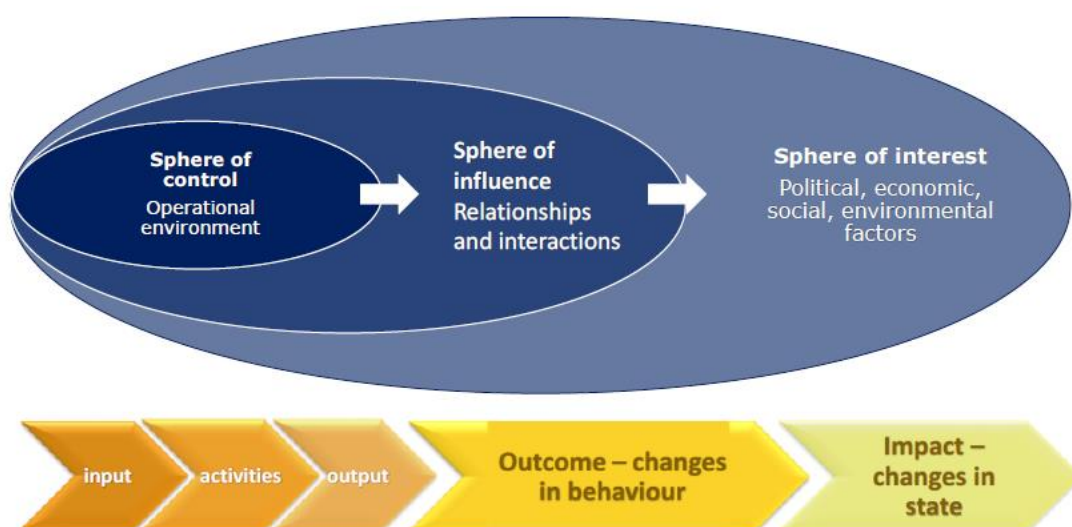
The reconstructed ToC hereunder underscores through the three decisive spheres of a programme<sup>93</sup>, how and why a complex change process will succeed to achieve the longer-term goals of the intervention given the specific assumptions at play. The elaboration of this ToC is meant to be used as a tool for discussion of the 'Afrobarometer' programme, to fully understand how Afrobarometer sees the interrelation between the different parts of the.

---

<sup>93</sup> Outputs achieved after an activity has taken place are considered within **the sphere of control** of the programme. Outcomes which may take a few years to achieve are in the **sphere of influence** of the programme. The impact, the highest level potential result and often the ultimate goal, that may take many years to change, and outside the sphere of control or influence by the programme, but by working with a wide range of stakeholders, the programme can build a likely story that it is making a stronger contribution towards the desired longer term impact – happening in **the sphere of interest** of the programme, often the reason for it all.

Elaborate 'Afrobarometer Results Framework 2023-2032' elaborated to match the Afrobarometer Strategic Plan covering that same period.

Figure 3 Results Chain mapped across Spheres of Control, Influence, and Interest



For the purpose of establishing an overview, we have used the narrative Afrobarometer ToC and the above sequences to produce a graphic overview of the ToC for clarity. It is our intention to use this framework as a basis in our management workshop during the field work in our four case countries to calibrate what is and to add the assumptions' and obstacles' role in the flow from one sphere to the next. We will then list the key assumptions formulated by the programme in relation to these. It will not least be important to review and discuss the ToC related assumptions as the linear nature of the above may be conflicting with the current backlash on citizen's rights and the increasing adverse role of misinformation and fake news globally as well as in Africa. These are important issues for discussion with Afrobarometer and its partners regarding the ToC and its validity.

An observation shared in the evaluation team and with Afrobarometer in our meetings, relates to the Afrobarometer impact statement, which is less 'grand' than many statements of the impact which organisations aim to contribute to, are. The impact level in the Afrobarometer ToC does for instance not refer to 'thriving societies' but to *"African citizens' voices will be amplified and can better inform public policy and development decision-making for thriving societies."* This we find underscores perfectly the role Afrobarometer plays: they provide the data – and their partners then do the advocacy and thus may help generate the change and the impact. This, the Afrobarometer Secretariat team sees to be its role, matching the ToC perfectly.

As of 2022 Afrobarometer is working to document its 'policy visibility' and 'impact' in annual 'Policy Visibility Reports': 'Policy Visibility Cases on the African Continent and Beyond'<sup>94</sup>. The reports of the four past years presented 140 linked stories where Afrobarometer data had informed action from SDG scorecard evidence over corruption challenges to several African presidents and ministers citing Afrobarometer. Three exciting impact stories have been prepared and shared by Afrobarometer documenting powerful impact generated by other actors when making use of Afrobarometer's data and other types of information:

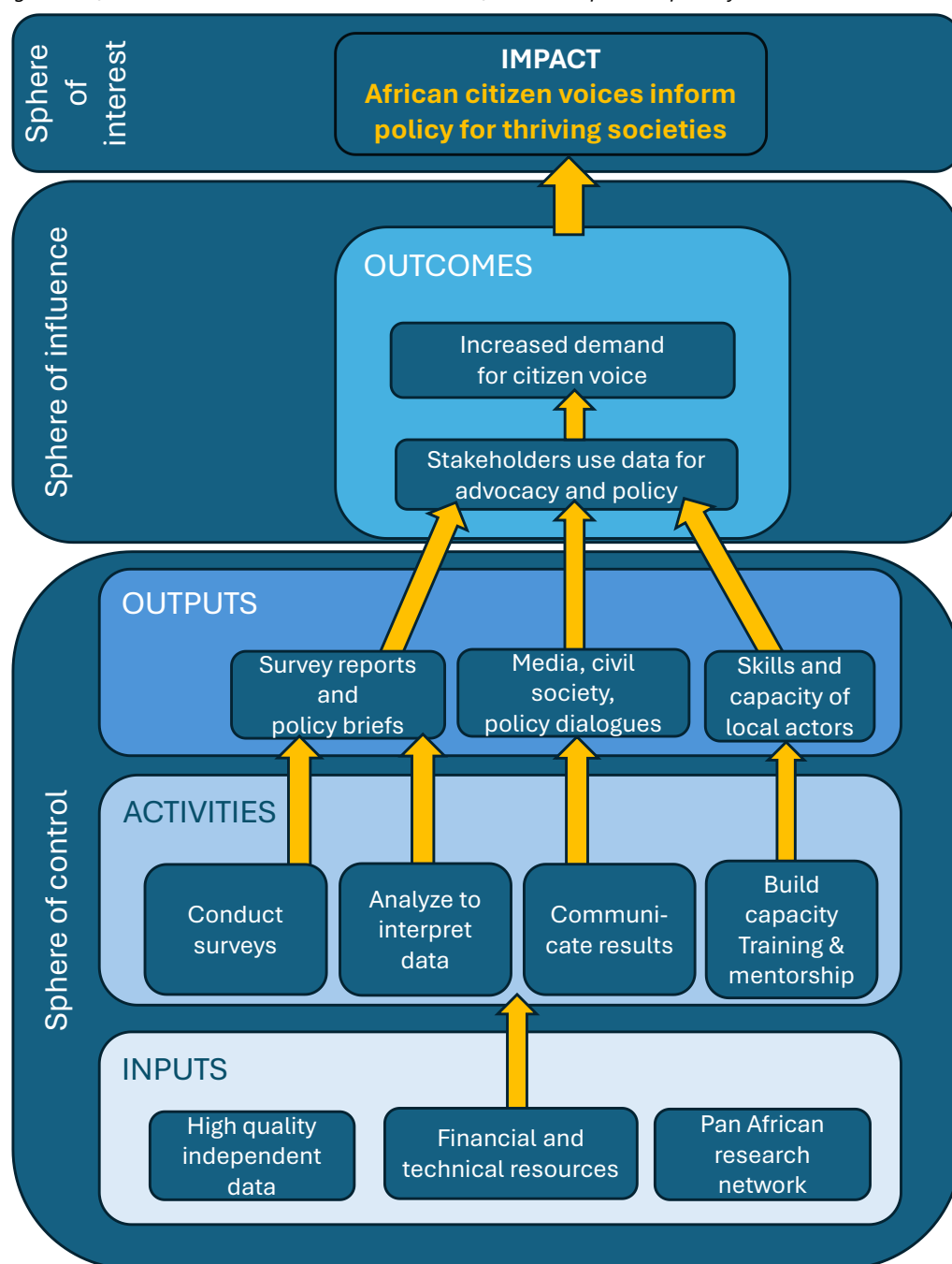
- 'Citizens voices amplified in decriminalising same-sex relationship in Botswana' (2025)
- 'Evidence in action: the youth in Senegal prefer entrepreneurship over public sector jobs, the government responds accordingly' (2025)
- 'Corruption clean-up in Malawi' (2022)

---

<sup>94</sup> 'AB Policy Visibility Cases on the African Continent and Beyond' has appeared 2022, 2023, 2024 and 2025 has been started.



Figure 4 Afrobarometer's narrative ToC visualised for the Inception Report by the Evaluation Team



### 3. Proposed Approach and Methodology

In this section, we present our overall approach, the design of the evaluation, and the data collection strategies we intend to apply.

#### 3.1. Overall Approach

The overall approach has been chosen to ensure that the expressed purpose and intended use are met most effectively and with the highest quality possible. The evaluation will apply a

theory-based, utilisation- and learning-focused approach which is participatory, gender-responsive and rights-based.

**Participation and stakeholder engagement** – Stakeholder participation in the evaluation will secure ownership of the findings and recommendations, as well as ensure appropriate and targeted coverage of the key results. It is our experience that the best way to ensure that both independence and stakeholder ownership are achieved is through:

- i. Triangulation of information (qualitative and quantitative) from different sources,
- ii. Balancing the perspectives of different types of stakeholders and
- iii. Ongoing dialogue with the EoS and Afrobarometer throughout the assignment.

Stakeholder cooperation will be achieved through:

- Engaging stakeholders in reflecting upon achievements, approaches, challenges, and their collaboration with the Afrobarometer and in the sector in general.
- Prompting stakeholders to engage in storytelling to determine the most significant achievements and to collect case stories and examples.
- Maintaining dialogue with the EoS and Afrobarometer (making up the Evaluation Steering Group) throughout the assignment (see more below on 'Utilisation and learning focus'). The evaluation team has furthermore been offered support by Afrobarometer and their National Partners (NPs) in identifying – and later mobilising – the most appropriate key stakeholders for site visits, and interviews.
- As highlighted in the Evaluation Matrix presented in section 2 and found in Annex 4, the team intends to work with different methods, sources and stakeholders. Through cross referencing we plan to triangulate claims and observations to the extent possible with the available resources. The Evaluation Steering Group has already been intensely helpful in securing timely access to the wide range of documentation required by the evaluation team.

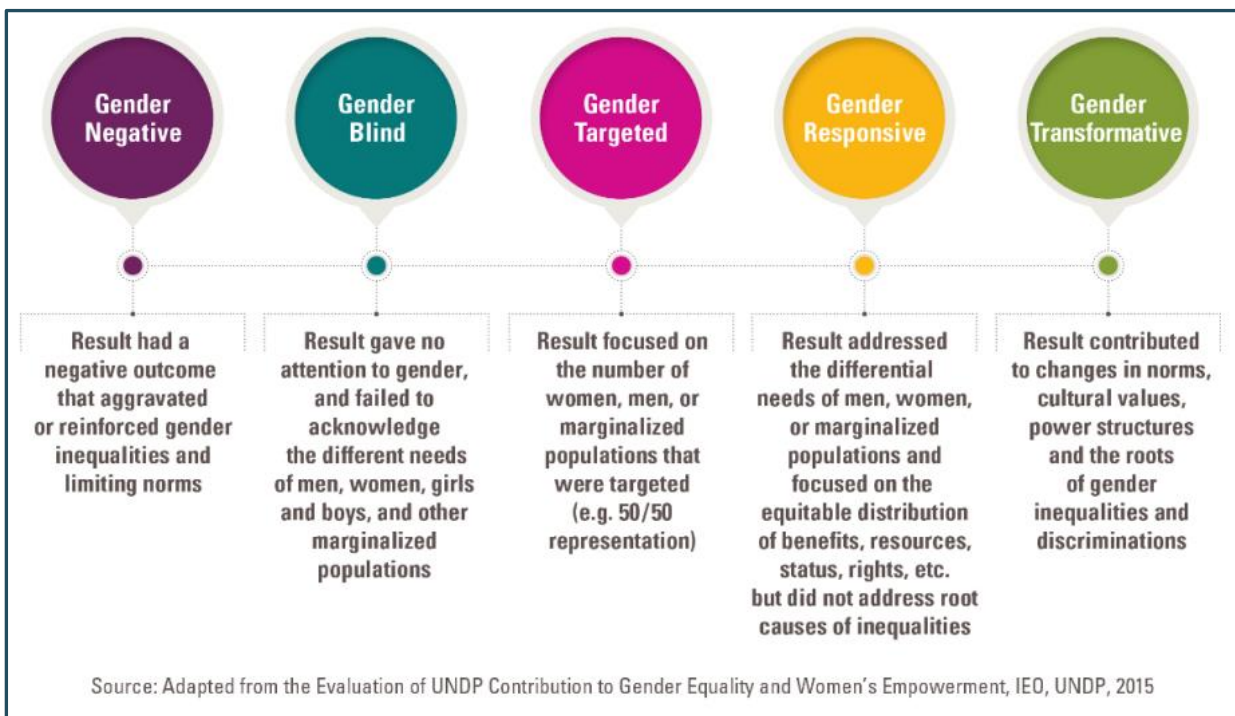
**Utilisation and learning focus** – The ToR underscores the intent to make use of this evaluation as a process for learning. During the inception phase we have engaged with the end user of this evaluation, the EoS. We have agreed on a way to implement the utilisation focus effectively and practically through weekly meetings during the inception phase, during data collection and when writing the report. This format has already brought very positive results.

**Our principles of cooperation are:** i) All views are solicited and heard; ii) Stakeholders have access to the evaluation team; iii) Permission and anonymity are ensured where relevant; iv) Ensuring views are not misrepresented or taken out of context; v) Pre-judgement on motives is not made; vi) Focus is on systems, structures, processes, institutional procedures and governance, not undue focus on individuals, groups, organisation/s.

**Gender responsive approach and ethical considerations** – The evaluation team will be guided by gender-sensitive and human rights-based principles throughout the evaluation process, ensuring that all stakeholders understand the purpose of the evaluation and how the information they share will be used. As presented in the proposal, the set-up and implementation of Focus Group Discussions (FGDs) will consider power relations within and between groups, and the evaluation team will ensure, as far as possible, that all consultations take place in safe spaces without bystanders, maintain reflexivity, anonymity in data collection, analysis and report writing, and thus ensuring privacy and confidentiality of the data.

Harvested outcomes will be weighted on a scale – from gender negative/blind to gender transformative, using Sida's gender scale and drawing on the **Gender Results Effectiveness Scale** (GRES).

Figure 5 Gender Results Effectiveness Scale (GRES)



### 3.2. Data collection and analysis methods

Data collection will constitute a mix of qualitative and quantitative methods. The primary methods will rely on qualitative data collection methods using interview guides tailored to the specific stakeholders (Annex 5). Quantitative data from Afrobarometer's annual reports, flagship reports and commissioned studies, evaluations and a survey that will be deployed at an early stage to give some early feedback on some key issues. In short, data collection will include:

1. Document review and stakeholder mapping
2. Web search combined with Afrobarometer's own monitoring and reporting tools and their results
3. Semi-structured interviews with key informants (KIs), consultative meetings/workshops, and focus group discussions (FGDs)
4. Case country studies
5. Key stakeholder survey
6. Contribution analysis and outcome harvesting
7. Mixed-method data triangulations and analysis

### 3.2.1. Document review and stakeholder mapping

**A structured and comprehensive review of strategic, programmatic, and evaluative documents** has served – and will continue to serve all through the evaluation – as a key source of foundational evidence for this evaluation. We mainly have primary documentation but will also make use of secondary as and when it appears.

This has already enabled the team to trace Afrobarometer's organisational setup, strategic direction and operation along with reported results. It has furthermore ensured that the evaluation is **well-contextualised** and aligned with the Afrobarometer operational and strategic realities.

The review has begun intensely during the inception phase (see annex 3, Initial list of documents consulted) and will continue throughout data collection and analysis. Documents will continue to inform answers to the evaluation questions, and will be used to support triangulation with stakeholder interviews, FGDs, the survey, and case studies.

### 3.2.2. Web search combined with Afrobarometer's own monitoring & reporting tools

Further to the document review, the evaluation has worked to identify the best suited way to find evidence of usage of data collected by Afrobarometer. A combination of using the Afrobarometer own tools including the Meltwater and Google Scholar, document review, KIs and case country analysis of nationally relevant websites will be instrumental to obtain a broad based understanding of Afrobarometer's role in helping to generate change and impact. An important step in this respect is to identify key stakeholders that are expected to pick up and utilise Afrobarometer's data and other information products and to assess the extent and depth of the usage.

### 3.2.3. Interviews – open-ended or semi-structured

Key informant interviews (KIs) will be the **principal source of qualitative data and insight** for this evaluation, allowing the team to collect evidence on Afrobarometer's operation and contributions to identify ways of pursuing 'African solutions to African problems' by systematically securing that 'people [in Africa] have a say'. They will provide insight into how Afrobarometer's activities, engagement modalities, multi-level network structure and emerging information products have influenced decision-making, institutional change, and

stakeholder behaviour in the field. As well as to explore how Afrobarometer's activities are perceived, understood, and experienced by those who design, implement, fund – and not least: benefit from the voices of the people.

**Focus Group Discussions** (FGDs) will be carried out with groups of the public in the case countries where and as this will be found to provide additional depth of the evidence being collected. Interview **targets** and coverage match the listed stakeholders above (see sections 1.3 and the evaluation matrix referred to in section 2 and found in Annex 4). Stakeholders will be selected to **represent the diversity** of the Afrobarometer network and the key points in its overall operation and focused influence system — including those positioned at decision-making positions, as well as users of policy tools or planning processes that have been developed by utilising Afrobarometer's inputs.

**The evaluation team will furthermore employ Snowball Sampling** (SS) where access to desired informants has been cumbersome. SS is a non-probability research technique where initial participants recruit more participants from their own social networks, allowing evaluators to find hidden or hard-to-reach populations. This "snowball" effect grows the sample over time. Through continued triangulation the evaluation team will do its utmost to prevent inaccuracies and mitigate positive or negative bias.

**Interview format and ethics:** All interviews will be semi-structured. Interview guides will be aligned with the evaluation matrix, tailored to stakeholder categories. The interview guides are presented in Annex 5. All participants will be informed about the purpose of the evaluation, confidentiality protocols that include anonymisation of data, and the independent nature of the evaluation team. Should informants not be available, interviews may also be conducted remotely using online conferencing platforms. These conversations will follow the same format and ethical guidelines as for the on-site meetings.

**Data capture and analysis:** Detailed notes will be taken during interviews, and – with permission – sessions may be audio recorded for internal transcription purposes. Findings from interviews will be triangulated with evidence from documents and survey responses.

### 3.2.4. Case country studies

In view of the nature of this evaluation, an assessment of the organisation and 'impact' of Afrobarometer – and the organisation and components contributing to this through the 5-step process: gather; analyse; inform; build; and thrive – case studies are crucial to help strengthen the quality and validity of the evaluation.

### Identifying the sites

Mindful of the budget for this evaluation, it has been important to ensure maximum quality gained from the foreseen field work. With Afrobarometer's operations spanning 42 countries, we applied purposive sampling with a range of carefully selected variables to identify four countries that best illustrate the continent's diversity. For this we used the following criteria relevant to the purpose and work of Afrobarometer: region; language (colonial legacy<sup>95</sup>); political openness; visibility; participation history in Afrobarometer.

We considered whether to ensure in the selection to have countries with long-term Afrobarometer history and some relatively new partners – or a country with a recently selected new coordinating National Partner organisation. Without taking this variable into consideration up front, we ended up having also this variable present among our selection as (i) Mozambique recently changed National Partner and (ii) Senegal is in a partner review phase. This will add perspective and value to our evaluation.

Country	Region	Language/ colonial legacy	Political Openness	Visibility <sup>96</sup>	Participati on	Afrobarometer National Partner
	East Africa	Non-colonised (Amharic official, multiple local languages)	Less open	Medium	Since Round 5	ABCON – Research & Consulting
Ghana	West Africa	Anglophone	More open	High	Since Round 1	CDD-Ghana
	West Africa	Francophone	Moderately open	Medium-High	Since Round 2	Consortium pour la Recherche Économique et Sociale (CRES)
Mozambique	Southern Africa	Lusophone	Less open	Lower	Since Round 2	CS Research Lda. new partner

Based on this, the preliminary plan is that the Team Leader, Birgitte Jallo, will go to Addis Ababa to meet with the Embassy and to Senegal for the site visit. The deputy team leader,

<sup>95</sup> When crafting the selection criteria, we double-checked whether the colonial legacies still persist – and therefore would be an interesting variable. We found that they still importantly echo in today's reality – including through language.

<sup>96</sup> "Visibility" refers to how prominently Afrobarometer is *known, recognised, and referenced* in that country — both in public discourse and among key policy, media, academic, and civil society circles. It covered factors like: **Media presence** — frequency and reach of AB coverage in local and national outlets; **Policy recognition** — whether policymakers and institutions cite or use AB data; **Public and academic awareness** — how widely AB is recognised as a credible data source; **Event participation** — how often AB findings are launched, discussed, or debated in public forums.

Jonas Noren, will go to Accra to cover the Afrobarometer HQ set-up. Both will carry out case country field work as well. José Matsinhe, NIRAS Mozambique, will cover this case country study.

### How we plan to cover the field work

We plan to cover the four identified illustrative sites with field visits, whereas our survey will cover all 42 countries engaged with Afrobarometer today. During the field visits we consider staying in the capital cities due to the nature of Afrobarometer, and plan to cover this work as presented above which has been agreed with the Evaluation Steering Group (ESG) during the inception phase.

During the inception phase the evaluation team has worked with the ESG, to identify how to best secure local/national validation of mission findings and observations upon completion of work in country. On this basis we have advanced (see more in section 3.4 below 'Planning the Field Work') and we will continue to identify important persons and organisations to meet.

	Addis Ababa * EoS – funder; * Case Study	Accra * AB Directorate * Case Study	Dakar * Case Study	Mozambique * Case Study	Comments
Team Leader - Birgitte Jallof					TL takes part online in Ghana & Mozambique meetings as much as possible
Deputy team leader - Jonas Norén					
Local consultant - José Matsinhe - Staff of NIRAS Mozambique					

This will help secure the credibility and independence of the evaluation.

### 3.2.5. Key Stakeholder Survey

To complement interviews and extend participation across the Afrobarometer network and include stakeholders from as many countries as possible, the evaluation team has designed a key stakeholder survey. A well-designed web survey offers significant advantages, particularly in its broad outreach that invites a wide range of stakeholders, from all engaged countries, to participate in the evaluation process.

The evaluation team will ensure that the survey is user-friendly, brief, straightforward, and focused. This is ensured by primarily using multiple-choice, rating scale and open-ended questions that allow the respondents to estimate their perception on key aspects and simultaneously elaborate



on given preprogrammed responses<sup>97</sup>. The survey will furthermore be designed to enable comparative analysis between subgroups and across metadata categories, such as gender, age, geography, types of stakeholders, etc.

The aim is to deploy the survey as soon as possible in order to offer a rapid and efficient method for collecting data that can augment and support qualitative information derived from other methods and sources, while also shaping the focus of subsequent data collection. The ESG will comment on and help finalise the survey before it is disseminated.

Ahead of the survey launch the evaluation team will ask Afrobarometer to send out a jointly drafted endorsement letter to clarify the purpose and hopefully to boost engagement and the response rate.

### **3.2.6. Contribution Analysis (CA) and Outcome Harvesting (OH)**

In our data collection the Key Informant Interviews (KII) will also include elements of contribution analysis and outcome harvesting. We also plan to combine (management) workshops to identify the contribution the Afrobarometer has made to a change or set of changes as highlighted in section 2.2 above.

#### ***Contribution Analysis***

Contribution Analysis (CA) is a theory-based evaluation approach taking the organisation's Theory of Change (ToC) as a basis, testing its hypotheses and assumptions through the collection and analysis of empirical information and updating the original ToC by indicating which hypotheses are verified.

In this way contribution analysis provides a systematic way of understanding the contribution Afrobarometer has made to observed results in the African context. It involves developing or drawing on a reasoned, plausible causal theory of how change is understood to come about.

This analysis will help us understand the role Afrobarometer has played in the changes that are observed. It looks at what was done, what happened as a result, and what other factors may have influenced the outcome. By pulling together different pieces of evidence, it builds a clear and credible story about the programme's part in making change happen. In other words, this approach can show how the network's data, outreach, and partnerships have influenced policy debates and decision-making across different country contexts.

---

<sup>97</sup> The evaluation matrix is presented in section 2 and found in Annex 4 contains the initial survey questions that are to cover the evaluation questions and specific indicators. These questions will be further elaborated.



The contribution analysis will make use of information through interviews, which is an effective means to obtain information on Afrobarometer outcomes from participants' experiences and viewpoints, highlighting both the strong points and weaknesses of the way the organisation operates, as well as any unintended consequences.

### ***Outcome Harvesting***

Afrobarometer wishes to be a change-agent, by openly and innovatively identifying ways to continually strengthen and improve the organisation's work for change. In view of this, the evaluation team will employ outcome harvesting (OH) as much as possible as a method that helps determine what outcomes have been achieved and the degree to which the programme contributed to such outcomes. Unlike many evaluation approaches, OH does not measure progress towards predetermined objectives or outcomes but rather collects evidence of what has changed and then works backwards to try and determine whether and how an intervention contributed to these changes. This can be done by retrospectively identifying emergent impact by collecting examples of what has changed in actions, relationships, policies, practices and behaviour, and then work backwards to determine whether, and how, Afrobarometer's intervention has contributed to these changes. OH is useful for determining contributions to 'higher-level' effects, which fits within the OECD/DAC definition of impact. Consequently, the evaluation team will apply the OH approach to explain identified change to the extent possible.

#### **3.2.7. Mixed methods triangulation**

As indicated in our proposal we will make use of a mixed-method evaluation approach to deliver the expected results of this evaluation. Once the data collection process is concluded, we will assess outcome-level results and situate our analytical assessment and interpretation of the findings by creating logical consistency. This will be done by linking Afrobarometer's activities and outputs with observed changes towards the organisation's formulated goals. Information from the desk review, key informant interviews, focus group discussions, and other data sources in the results chain will be used to shine a light on positive and not so positive outcomes, help to understand challenges and opportunities and provide lessons learned.

### **3.3. Evaluation Process**

#### **3.3.1. Inception Phase**

With the presentation of this inception report, the inception phase is ending and will be concluded when this report is approved. The phase has included the following activities: establishing an overview of available data followed by a preliminary document review of background documents and available data; conducting initial (scoping) interviews and discussions with the members of the Evaluation Steering Group; identification and mapping of stakeholders; elaboration of the evaluation questions provided in the ToR and the proposal for the evaluation and preparation of the evaluation matrix; refining the approach and development of the methods and tools to be used for the data collection. Finally, a detailed

plan for the data collection phase has been prepared to finalise the work plan and identify key dates.

### 3.3.2. Data Collection Phase

In this phase, the team will gather primary and further secondary data.

- Meetings with EoS in Addis Ababa and Afrobarometer staff and close partners in Accra;
- Meetings with the National Partners and other close Afrobarometer stakeholders in the four countries to be visited;
- Meetings with authorities, media, donors, academics;
- Additional online data collection may take place both before, during and after the on-site work.

The evaluation team has benefited from the ongoing dialogue with the EoS and Afrobarometer to ensure full agreement on these issues, mindful that it is obvious that this evaluation cannot be fully (statistically) representative of the various activities at field level. At best it can assure a good degree of 'illustrativeness' and give anecdotal evidence of the role and impact of Afrobarometer on the continent.

The field work in the case countries will end with debriefing sessions with the lead entities met (EoS in Addis; Afrobarometer in Accra; Afrobarometer's National Partners in Dakar and Maputo. In these meetings the evaluators will share findings, observations and preliminary recommendations and have these discussed and validated. This will ensure to discuss and resolve any issues that lack clarity.

### 3.3.3. Verification, Analysis and Reporting

Analysis and verification of collected data will begin towards the end of the data collection phase as a part of the utilisation-focused regular meetings between the evaluators and the Evaluation Steering Group. Data from different sources will be triangulated and analysed to refine the 'contribution stories' and firm up understanding and conclusions. Maintaining contact with key informants during the analysis phase is important to verify information if necessary.

The **draft report** will be prepared. It will address the evaluation questions and present findings, conclusions, lessons and recommendations in a clear and logical manner. The Embassy and Afrobarometer will be invited to provide their written comments on the draft report using a comments matrix that will be provided by the team.

After receiving the comments, the **final evaluation report** will be drafted. It will include specific and actionable recommendations directed to relevant stakeholders. The report will be submitted with the comment response matrix explaining how comments on the draft report have been considered (An outline of the final report is presented in Annex 7).

### 3.3.4. Seminar – Virtual Meeting

After approval of the final report, a seminar will be held online, possibly with participation by the broader group of stakeholders. This will be agreed between the Embassy, Afrobarometer and the evaluation team. The seminar will focus on a presentation of and reflection upon the evaluation's findings and recommendations; it will be forward looking.

### 3.4. Planning the Field Work

Complemented by the Afrobarometer MEL data and related documentation, the stakeholder survey will strive to provide an overall **quantitative**, continent-wide documentation of Afrobarometer's footprint and results.

The **qualitative** part of the evaluation will mainly be covered by the extensive document review, and it will unfold in the four selected case countries, each with a different history and profile, and thus with different evaluation foci and value.

#### ***Field work settings – a brief political economy overview of the different contexts***

As outlined in section 3.2.4 above, the case countries Ethiopia, Ghana, Mozambique and Senegal have been selected through a careful and systematic scrutiny.

The four case countries each present distinct political, economic, and social environments for citizen engagement in policymaking. Ethiopia combines reform ambitions with persistent conflict and ethnic division, limiting civic space despite strong public demand for accountability. Ghana's open democratic institutions allow space for dialogue, yet economic strain and deep partisan polarisation risk eroding trust in governance. Senegal retains a reputation for stability but faces increasing political tension over democratic norms alongside socio-economic disparities. Mozambique's dominant-party politics, regional insurgency, and governance challenges constrain participation and widen the gap between citizens and decision-makers. In each case, Afrobarometer's mission to ensure African voices inform African policy must adapt to the country's political openness, institutional strength, and social cohesion.

## **ETHIOPIA**

Ethiopia's political and socio-economic landscape is marked by both transformation and fragility. The country has undergone significant political change since 2018, with promises of reform, expanded civic freedoms, and economic liberalisation. However, recurrent internal conflicts, deep ethnic and regional divisions, and contested governance arrangements have undermined stability. The federal system, while designed to recognise Ethiopia's diversity, remains a source of both empowerment and tension. Economically, Ethiopia has experienced periods of rapid growth, but high inflation, debt pressures, and the impact of conflict and climate shocks have slowed progress and exacerbated inequalities. Civic space remains

constrained, with restrictions on media and civil society organisations periodically tightening, limiting open debate and free expression.

In this environment, Afrobarometer’s mission to ensure African voices inform African policymaking faces both urgency and challenge. Reliable, independent public opinion data can help bridge the gap between citizens’ needs and policymakers’ priorities, especially in a context where formal consultation is limited and trust in institutions is uneven. By capturing the views of Ethiopians from diverse regions, languages, and social groups, Afrobarometer provides evidence that can inform governance reforms, economic policy, and peacebuilding efforts. The ability to operate impartially, ensure methodological rigor, and disseminate findings widely is critical for making citizens’ perspectives a credible and actionable part of Ethiopia’s policymaking process.

## **GHANA**

Ghana is widely regarded as one of Africa’s more stable democracies, with regular, peaceful transfers of power since the return to multi-party politics in 1992. Its governance framework is underpinned by a relatively independent judiciary, a vibrant civil society, and an active media landscape. However, in recent years, challenges such as perceived corruption, youth unemployment, and economic volatility have tested public confidence in institutions. The 2022–2023 economic crisis, marked by high inflation, currency depreciation, and a debt restructuring programme, has deepened public concerns about government accountability and service delivery. While the political space remains comparatively open, the growing polarisation between the two dominant parties (New Patriotic Party and National Democratic Congress) often overshadows long-term policy dialogue.

In this environment, Afrobarometer’s work is highly relevant to bridging the gap between citizens and policymakers. Ghana’s democratic structures create an opportunity for data-driven policy reform, but sustained progress depends on integrating citizens’ perspectives into decision-making processes. Afrobarometer’s rigorous, independent surveys – covering governance, economic management, corruption, and public service delivery – provide an evidence base that can strengthen transparency, guide inclusive policies, and hold leaders accountable. By amplifying the priorities of ordinary Ghanaians, Afrobarometer contributes to a political culture where public opinion informs not just elections, but everyday governance.

## **MOZAMBIQUE**

Mozambique’s political landscape is shaped by a dominant-party system under FRELIMO, which has governed since independence in 1975. While multi-party elections have been held since the early 1990s, opposition parties, particularly RENAMO, face structural disadvantages, and political competition is often marked by disputes over transparency and fairness. The peace process following years of intermittent armed conflict has brought some stability, yet tensions remain, especially in the central provinces. In the north since 2017, an ongoing insurgency in Cabo Delgado has displaced hundreds of thousands and disrupted economic

development, including major natural gas projects. Economically, Mozambique's rich natural resources contrast sharply with widespread poverty, weak service delivery, and corruption scandals that have undermined trust in public institutions.

Within this complex and often fragile environment, Afrobarometer's independent public opinion surveys provide a critical bridge between citizens and decision-makers. By capturing diverse voices across Mozambique's regions and languages, Afrobarometer supplies reliable data on governance, security, economic well-being, and public services. This evidence helps inform both national policy debates and donor engagement, offering leaders a grounded understanding of what Mozambicans prioritise and expect. In a context where formal citizen participation can be limited and political discourse polarised, Afrobarometer's work strengthens accountability and ensures that policy decisions are more closely aligned with citizens' lived realities.

## SENEGAL

Senegal is often seen as one of West Africa's most politically stable democracies, with a tradition of peaceful power transitions and a relatively vibrant civic space. The country has maintained multi-party politics since 2000, and its institutions enjoy a degree of public trust compared to many regional peers. However, recent political tensions – particularly around constitutional term limits, electoral rules, and restrictions on opposition activity – have tested the resilience of its democratic institutions. Economic growth, driven by agriculture, services, and anticipated oil and gas production, has been unevenly felt, with unemployment and regional disparities persisting. While civil society and the media remain active, episodes of state crackdowns on protests and dissent have raised concerns about shrinking civic space.

In this evolving political and socio-economic environment, Afrobarometer's role in capturing and amplifying citizens' perspectives is crucial. The network's independent, nationally representative surveys provide policymakers with reliable evidence of Senegalese citizens' priorities, concerns, and aspirations – whether on governance, economic opportunity, service delivery, or political freedoms. By disseminating this data widely, Afrobarometer supports more inclusive and accountable decision-making, enabling leaders to respond to the lived realities of their citizens and helping to safeguard Senegal's democratic gains.

### ***Field work framework***

The four field work locations provide for three distinctly different evaluation objectives:

- In Addis we will be able to meet with the EoS, the funding partner in this evaluation;
- In Accra we will be able to meet the Afrobarometer's Secretariat, the focus of this evaluation;
- In all four case countries we will carry out a 'case country evaluation' (ref. the evaluation questions in the ToR).

***Field work focus – by location******Evaluative assessment & review – continent-wide***

Afrobarometer is a continental/regional organisation, and while doing field work with a national and community-citizen lens, it is important in all our work to remember the continental focus.

**In Ethiopia,** through the work with the EoS, we will wish to gain a continent-wide understanding of the role Afrobarometer plays as seen in the context of Sweden's regional portfolio, and in relation to comparable initiatives.

**In Ghana,** we will work with the EoS' core Afrobarometer partner, the regional coordinator of the Afrobarometer network in order to understand the full operation of Afrobarometer covering both the formal organisational rules and routines and the informal way of working. We aim to understand the inner workings of Afrobarometer's survey rounds and the dissemination framework. Assessing how the monitoring, evaluation and learning (MEL) system and its components function will be instrumental.

***Evaluative assessment & review – national level***

For each of the case country studies, the national context (see above) and Afrobarometer's background will form the basis and shape the investigations. The following elements will constitute the general framework for these investigations:

- National environment/context for Afrobarometer's work. Comments and additions to above profiles
- Field work outline and activities:
  - Afrobarometer coordinating CSO:
    - Management KII / workshop
    - Contribution analysis and outcome harvesting with national team
    - KIIs with partners and users
  - KIIs with relevant stakeholders: government, CSOs, media, academia, private sector, others
  - KIIs with structural stakeholders: Data users & policy actors; governance & oversight; implementation partners; strategic & think tank partners
  - KIIs with media representatives and other information disseminators
  - FGDs with users of activities, capacity building activities and other Afrobarometer events.

***Foreseen persons to meet with during the field work***

The evaluation team has reached out to Afrobarometer's national coordinators and heads of national partner organisations in the four case countries to set up pre-mission online meetings to agree how to best build up good week-long programmes to ensure the best possible 'illustrativeness' in each country. Presently (September 11) these mission programmes are not yet planned, but the foreseen field work meetings in the four countries might in total reach:

60+ persons in KIIs; 4080 persons in FGDs and 16 persons in workshops. We will continue to update the number of respondents as we move forward.

At present, before the consultations with the National Partners, it is estimated that the 5-day work periods in each country will include approximately: 1 workshop with NP core staff (5-6 persons expected), possibly one or two FGDs and up to 16-17 KIIs.

PROFILE	LOCATION	KII	FGD	WS*	Observations
<b>EoS</b>					
• Programme officer	Addis Ababa	1			
• EoS Head of Development	Addis Ababa	1			Regional perspective: role in Sweden's portfolio?
<b>Afrobarometer team</b>					
• Continental Secretariat	Accra			1	In Accra a group meeting with Afrobarometer
• AB core Secretariat staff	Accra	4-6			In Accra 4-6 KIIs with Afrobarometer secretariat
<b>National case country work</b>					
• WS with Afrobarometer partner leaders	Addis Ababa			4-6	4-6 persons
• WS with Afrobarometer partner leaders	Accra			4-6	4-6 persons
• WS with Afrobarometer partner leaders	Maputo			4-6	4-6 persons
• WS with Afrobarometer partner leaders	Dakar			4-6	4-6 persons
• Indiv. interviews leaders	Addis Ababa	3-4			3-4
• Indiv. interviews leaders	Accra	3-4	1		3-4
• Indiv. interviews leaders	Maputo	3-4			3-4
• Indiv. interviews leaders	Dakar	3-4			3-4
<b>National KIIs w/stakeholders</b>					Foreseen number of meetings in each case country with stakeholders:
• Government		2-3			2-3
• Significant CSOs		3-4			3-4
• Media		3-4			3-4
• Academia		2-4			2-4
• Donors/funders		2			2
• Private sector		2			2
• Youth groups			4@10		1 FGD in each country @10
• Community Leaders			4@10		1 FGD in each country @10
<b>Total</b>					

WS = Workshop or other group setting

### Proposed Mission Schedules

With the information at hand, and based on dialogue with EoS and Afrobarometer, the team proposes the following preliminary plans for field visits. The plans may be adjusted depending on the prioritisation of stakeholders to be consulted with the Embassy and Afrobarometer. It will be finalised prior to the submission of the final inception report.



### ***Evaluation team mission plan***

All three evaluators are planning to work in the national capitals with field work to take place during the second half of October. Final dates will be defined in collaboration with Afrobarometer's National Partners.

Dates	Ethiopia	Ghana	Mozambique	Senegal
12-18 Oct	Birgitte Jallof		José Matsinhe	
19-24 Oct		Jonas Noren		Birgitte Jallof

### ***Securing a good flow of communication during the field work***

Securing the utilisation-focused approach, the evaluation team's agreed continued communication approach during the field mission includes the 'field findings feed-back and dialogue'. As the purpose and intended use of this 'End of Term evaluation' is to help the Embassy and Afrobarometer learn from what works well and less well, the field work will observe the following guidelines:

- Further to Afrobarometer's and EoS's preparation of the field visits through required letters and approvals, the team will, where feasible, pay a courtesy call to relevant authorities to ensure that the work can be carried out respectful of national expectations;
- At the beginning of every meeting, the team ensures to clearly present the framework within which the meeting / interview takes place, and what the role of the meeting / interview is;
- Where relevant, the meaning, purpose and implementation of the required confidentiality is clarified;
- Every evening notes of the day's meetings / interviews are recorded in agreed formats;
- Every three days, the team will have a 'field findings and feed-back and dialogue' meeting with the Afrobarometer Partner, as agreed prior to setting off on the field mission and a weekly '. This to ensure maximum depth and quality of the evaluation on touch-base meeting with the Evaluation Steering Group , benefiting from the insights of all, on the other.

## **4. Limitations, Risks, and Challenges**

Several limitations could potentially affect the evaluation. We have identified the following: a) Data availability and quality; b) Availability of people for interviews and meetings; c) Attribution



and contribution; d) The available budget and time for this evaluation; and e) Levelling of expectations as required.

- a) **Data Availability and Quality** – At this point, we are not in a position to fully assess what documentation and other data (and its quality) is available for evaluation. Should important documentation be missing our data collection will be supplemented by additional stakeholder interviews.
- b) **Availability of people for interviews and meetings** – While we will do our utmost to meet and learn from the people and organisations of importance – and we know that the evaluation steering group is also available to provide support – there may be situations where this is not possible. We will highlight limitations and challenges in the final report, as well as any implication on the reliability and representativity of the findings. To the extent possible subsequent Zoom or other online conversations may fill in any void. By securing timely planning, we expect to mitigate the availability issue.
- c) **The concepts of attribution and contribution** – are central methodological issues in all evaluations as it can be difficult if not be impossible to demonstrate a clear causal link between the Sida's contribution and Afrobarometer's and its partner's contributions to changes in policy, strategy, behaviour and public service. In order to provide informed 'plausibility', results from interviews and focus group discussions will be used to identify and triangulate evidence from other sources. This will be done , as outlined earlier, by conducting a contribution analysis.
- d) **Budget for site visits** – the selection of sites has been carried out mindful that funds (consultant days and travel costs) need to match plans and priorities. Selected proposed field work visits have been agreed between the ESG and the evaluators and as mentioned above, site visit plans will be firmed up with the Afrobarometer partners in the four countries during the coming weeks.
- e) **Managing expectations** – with the evaluation's utilisation focus and ongoing dialogue between the evaluators and the evaluation steering group (ESG), it was agreed that while we opt for the ideal, we will remain flexible and adapt 'as we go'. During the inception phase the ESG has made itself available in providing extensive documentation and agreeing on the needed number of meetings clarifying specifics, and planning the data collection phase. This has been instrumental to continued managing of expectations.
- f) **Integration of New Sustainability Sub-Questions** - In the round of comments on our draft Inception Report, the EoS requested that we include nine new sub-questions to their Sustainability EQ, which was very general and understood to focus on organisational sustainability: *"EQ5: To what extent will the benefits of the intervention continue, or are likely to continue."* The team had initially developed sub-questions that focused on the Afrobarometer organisation, its engagement areas, and the expressed need for Afrobarometer in the African reality. Of the nine proposed new questions, eight relate to specific aspects of funding and fundraising, which would ideally require a series of added information sources: interviews, and study of additional documentation. We

have incorporated these new questions into both the Evaluation Matrix and the Interview Guides in the finalised Inception Report, assigning them a the 'priority' as medium/low. This prioritisation is not due to a lack of importance, but as it within the framework of this evaluation potentially brings in a whole, additional work area. As can be seen in the Evaluation Matrix, we plan to cover these questions as part of already planned KIs with Afrobarometer secretariat, CEO, Board and IAC.

Above listed limitations, risks and challenges are hereunder weighed. Mitigation efforts planned as part of the evaluation, are shared.

Risks and challenges	Likelihood	Impact	Mitigation efforts
Data availability and quality	Low to Moderate	High	Through early planning and close collaboration with the Embassy and Afrobarometer, this risk is limited.
Availability of people for interviews and meetings	Moderate	High	As above.
Attribution and contribution	Low	High	It is evident that attribution impact to Afrobarometer's activities is not possible. By the evaluation team applying contribution analysis together with outcome harvesting the issue of attribution/contribution is not a risk.
Budget limits country visits	Moderate	Moderate	Through a carefully designed and early disseminated survey, intense document review and careful design of field visits the NIRAS team has done our utmost to limit this risk.
Managing expectations	Moderate	Moderate	Through continuous communication with the evaluation stakeholders and with the participatory approach, we foresee to manage expectations and communicate around these issues.
Integration of New Sustainability Sub-Questions	Moderate	Moderate	As above

## 5. Proposed overall work plan

											August			September				October				November				December				January		
2025-2026						BJ	JN	JM	PM	QA	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	1	2	3
Inception Phase																																
Start-up meeting	0,5	0,5	0,5	0,5																												
Desk review and methods development (includes initial scoping, document collection and stakeholder mapping)	2	1																														
Finalising draft inception report	2			1																												
QA inception report					1																											
Submission of draft inception report, September 12																																
Comments/no-objection sent by Stakeholders, September 19																																
Inception meeting (virtual), September 24	0,5	0,5	0,5	0,5																												
Revision of inception report based on comments	2,0	0,5		0,5																												
Submission of final inception report, October 1																																
Approval of inception report, October 7																																
Sub-total, inception phase:	7,00	2,50	1	3	1																											
Data Collection Phase																																
Preparations	1,5	1	0,5																													
Additional desk review	1																															
Survey / websearch		3																														
Semi-structured interviews (remote/physical field interviews)	9	5	3,5																													
Preparation and participation debriefing/validation workshop	1	0,5	0,5	0,5																												
Sub-total, data collection:	12,5	9,5	4,5	0,5	0																											
Data Analysis and Reporting Phase																																
Analysis and Report writing	7	5	1,5																													
QA draft report					1																											
Submission of draft evaluation report, November 21																																
Feedback from stakeholders on draft report, December 1																																
Finalisation of the report	1			0,5																												
Submission of final evaluation report, December 15																																
Evaluation seminar (virtual), January 10	0,5			0,5																												
Finalisation of evaluation, administration				1																												
Sub-total, analysis and reporting:	8,5	5	1,5	2	1																											
Total days	28,0	17,0	7,0	5,0	2,0																											

BJ = Birgitte Jallo; JN = Jonas Norén; JM= José Matsinhe, PM = Project Manager; QA=Quality Assurance

### 5.1. Deliverables

The proposed implementation plan provides revised dates agreed with the Evaluation Steering Group during the Inception Phase.

#### Milestones and deliverables

What	Who	Agreed timeline
Start of the evaluation	<i>EoS in Addis and NIRAS</i>	Mid-August 2025
Start-up meeting	NIRAS team and ESG	August 28, 2025
Submission of the draft inception report	<i>NIRAS</i>	September 12, 2025
Comments on inception report	<i>ESG</i>	September 19, 2025
Inception meeting, virtual	<i>ESG, NIRAS, stakeholders</i>	September 24, 2025
Submission of revised inception report	<i>NIRAS</i>	October 1, 2025
Approval of inception report	<i>EoS in Addis</i>	October 7, 2025
Field work	<i>NIRAS with Afrobarometer NPs, stakeholders</i>	October 14 – October 31
Debriefing	<i>ESG, NIRAS</i>	At the end of field work
Validation workshop	<i>ESG, NIRAS</i>	November 14, 2025
Submission of draft evaluation report	<i>NIRAS</i>	November 21, 2025
Comments on draft report	<i>ESG</i>	December 1, 2025
Submission of final report	<i>NIRAS</i>	December 15, 2025
Seminar (virtual)	<i>ESG &amp; NIRAS</i>	January 10, 2026

## **Annexes**

Annex 1 – Terms of References

Annex 2 – The NIRAS and Embassy of Sweden teams

Annex 3 – Initial list of documentation consulted

Annex 4 – Evaluation Matrix

Annex 5 – Interview guides

Annex 6 – Draft mission programme

Annex 7 – Outline of the final report

*Please note, that for the final report, only annex 4 and 5 is presented in order to avoid repetition*

## Annex 4 - Evaluation Matrix - Extended

Evaluation Framework								
DAC criteria	Evaluation question (ToR)	Indicator	Priority	Applied method/s		Target group	Assumption/s	Availability and reliability of data – and comments
				Key Informant Interviews (KII)/ Focus Group Discussion	Survey			
Relevance and Coherence	EQ 1: To what extent do the intervention objectives and design respond to key changes in the surrounding landscape, including beneficiaries' and targets groups' [user groups] needs and priorities?	Main factors influencing data use for policy impact?	Medium	Possible questions: 1. Why do you use AB data? 2. Where do you access the AB data? 3. Do you proactively search for it? 4. Do you find that the AB design of data collection and its presentation match your data needs? 5. How do the AB data respond to the changes in the surrounding landscape – including the needs and priorities in the reality around you?	n/a	We will address these issues with AB themselves – to see how they see this cluster of issues. For further KIIs we plan to address the Data Users and Policy actors including centrally Government and Ministries, Political Parties, CSOs and the media.	The evaluation team assumes that the team can reach a substantial number of stakeholders in the four case countries, who are familiar with AB's operations and able and willing to meet us. Should we find a clash of availability with important informants, we will follow up online.	Apart from addressing these issues through KIIs, the documentation available reflects on the relevance and coherence of AB's work in the different types of reporting – internal and publicly – shared. (See Annex 3)  We plan to make systematic use of this here, and for all indicators in this evaluation matrix
		AB's way of addressing emerging, topical issues'	Medium/high	Possible questions: 6. How have you found that AB addresses the backlash on citizen rights and the shrinking space for free voices and media? 7. How does AB cover women's issues and carry their voices – and other aspects related to equality? 8. How does AB cover other often marginalised groups of	n/a			

				citizens and their opinions and voices? Kindly share some examples – with details and references.				
		AB has kept pace with contextual changes (political, societal, economic, etc.) What are enablers and constraints?	Medium	Possible questions: 9. In which ways do you see AB staying relevant? Kindly share some examples. 10. Where do you find that AB could have done better in remaining relevant? Do you have some concrete examples?	<p>[if Yes is answered to the question as to whether you have used Afrobarometer's products]  <b>On a scale from 1-5, how well do Afrobarometer's services and products correspond to your professional needs?</b>  - <b>Services</b> (trainings, events, conferences, workshops, etc.)(1=Not at all, 5=Extremely well, Don't know)  - <b>Products</b> (survey reports, publications, raw datasets, etc.)(1=Not at all, 5=Extremely well, Don't know)</p> <p>[if Yes on used Afrobarometer's products]  <b>Do you consider Afrobarometer to be adaptive to changing circumstance when it comes to the listed areas?</b>  - Delivery of services (1=Not adaptive at all, 5=Highly adaptive, Don't know)</p>	Actors engaged in AB's operations and/or users of AB's services and products.	The evaluation team assumes that the team can reach a substantial number of stakeholders who are familiar with AB's operations and willing to participate in the survey.	The survey questions are designed to capture stakeholders views on additional aspects of AB's services and /or products and thus shed a light on how AB accommodates stakeholders needs, as well as to capture views on additional demand from stakeholders.

					<ul style="list-style-type: none"> <li>- Delivery of products (1=Not adaptive at all, 5=Highly adaptive, Don't know)</li> <li>- Tracking relevant topics (1=Not adaptive at all, 5=Highly adaptive, Don't know)</li> <li>- Uptake of new technology (1=Not adaptive at all, 5=Highly adaptive, Don't know)</li> </ul>			
					<p><b>Do you have any ideas that would make Afrobarometer's products more useful in your professional work?</b></p> <ul style="list-style-type: none"> <li>- Open response</li> </ul>			
		Data quality and reliability	High	<p>Possible questions:</p> <p>8. How would you consider AB's data quality and reliability?</p> <p>9. Why? Kindly elaborate what is good quality.</p>	<p>Survey questions with * below will be used here as well.</p> <p>[Final question]</p> <p><b>Is there anything else about Afrobarometer's operations, services or products that you would like to share or comment on?</b></p>			
		Degree of attention given to validity and reliability from phone survey data.	High	<p>Possible questions:</p> <p>1. Does AB undertake any quality assurance to ensure high quality in phone survey data?</p> <p>2. What kind of measures are involved in this process?</p> <p>3. Do they ensure minimising typical biases from phone survey data? (e.g. social</p>	n/a	AB themselves.	<p>The evaluation team sees the target group for this issue to be rather specialist and limited but will strive to find evidence through in-depth interviews and in the AB Monitoring Evaluation and Learning (MEL) documentation and other reporting.</p>	



				desirability bias, conformity bias, courtesy bias, etc). 4. How would you consider phone surveys' validity and reliability as compared to written surveys?				
Effectiveness	EQ3: To what extent has the intervention achieved, or is expected to achieve, its objectives, and its results, including any differential results across groups?	Is the programme on track? Specific indicators are the actual results in relation to the planned results.	High	<p>Possible questions:</p> <p>1. The AB intervention is during the period 2023-2025 expected to achieve the following targets – how do you see it on track?</p> <ul style="list-style-type: none"> <li>• field surveys in at least 40 African countries;</li> <li>• development of a credible phone survey methodology;</li> <li>• implementation of essential capacity-building programmes;</li> <li>• to develop, sustain and expand AB's analytic and signature products;</li> <li>• widely disseminate survey results with a focus on expanding audiences and uptake;</li> <li>• continue and deepen outreach to the African Union and its allied bodies, sub-regional economic communities, as well as universities; and</li> <li>• collaborate with the media and identifiable civil society and advocacy groups, notably women, youth and minority</li> </ul>	n/a	<p>These questions are at the core of ABs programmatic activity and a set will be a part of all KIIs. Based on our document review we will carry out KIIs with</p> <p>AB HQ team</p> <p>AB National teams in the four case countries</p> <p>Academics on the issue of quality</p> <p>Participants in Training in case countries (Focus Group</p>	The evaluation team expects to get thorough insights into the issue through the planned KIIs – importantly supported by document review.	<p>Through the document review we will be able to get the 'hard facts' on this question through the systematic and regular reporting (see annex 3).</p> <p>Review what the programmatic results are related to (in terms of plans and targets) during the period under review;</p>

			<p>groups to extend reach and impact.</p> <p>2. Does AB's communication programme succeed in reaching new audiences, engaging new stakeholders, increasing visibility and use of the data?</p> <p>3. What are the best ways to driving further use of the data, especially among African governments and policy actors?</p> <p>4. In view of this, which investments were most effective?</p> <p>5. In AB's capacity-building efforts, which activities have been most/least effective, and have they met partner and network needs?</p> <p>Has the recently implemented policy for partner recruitment worked?</p> <ul style="list-style-type: none"> <li>• Which are the impacts on survey management, institutional strengthening, capacity-building programmes, AB reputation, and other elements of AB?</li> <li>• Any policy or process improvement needed?</li> <li>• Any recommendations in terms of Core Partner recruitment?</li> </ul>		<p>Discussions (FGDs)?</p> <p>Media and CSOs</p>		
--	--	--	---	--	--	--	--

		Design and implementation of methods and processes for getting the input and information required.	High	<p>Possible questions:</p> <ol style="list-style-type: none"> <li>1. Assess how AB solicits input from potential users to identify information gaps and/or emerging issues of critical national concern?</li> <li>2. Assess how AB programming has effective balance between tracking long-term indicators and tapping into urgent and timely “hot topics”?</li> <li>3. How are human rights and gender equality reflected in AB priority issues?</li> </ol>	n/a	<p>The technical part of these issues will be addressed to AB HQ and the national researchers.</p> <p>The reflection of this we will address to CSOs, academics and media (Human rights and gender equality).</p>	The evaluation team expects to get thorough insights into the issue through the planned KIIs.	
--	--	--	------	--	-----	---	---	--

		Perceived achievement on output/outcome level (in accordance with Theory of Change)	High	n/a	<p><b>Have you participated in an Afrobarometer-led activity and/or event?</b></p> <ul style="list-style-type: none"> <li>- Yes</li> <li>- No</li> <li>- Don't know</li> </ul> <p>[If yes]:</p> <p><b>What type of Afrobarometer-led activities/events have you participated in? (Select all that apply)</b></p> <ul style="list-style-type: none"> <li>- Training/capacity-building event</li> <li>- Product/service release event</li> <li>-</li> <li>- Communication/outreach event</li> <li>- Conference/symposium</li> <li>- Workshop/seminar</li> <li>- Other, please specify:</li> <li>- None of the above</li> </ul> <p><b>On a scale from 1-5, please rate Afrobarometer's performance in the following areas:</b></p> <ul style="list-style-type: none"> <li>- Overall facilitation of the activity/event (1=Very poor, 5=Excellent)</li> <li>- Degree to which the activity/event met your expectations (1=Far below expectations, 5=Far exceeded expectations)</li> </ul>	Actors engaged in AB's operations and/or users of AB's services and products.	The evaluation team assumes that the team can reach a substantial number of stakeholders who are familiar with AB's operations and willing to participate in the survey.	The survey questions are designed to collect key stakeholders' perceptions on specific outputs and outcomes from AB's Theory of Change, namely their usefulness for professional work in advocacy, policy, and communication. The survey aims to shed light on AB stakeholders' perceptions of the quality and trust in AB products, capture participants' perceptions on areas of operations that have been identified as key for AB, and estimate the value of AB services. Additionally, the survey seeks to capture participants' perceptions on AB outputs that have been put forward as central to AB's
--	--	---	------	-----	---	---	--	---

					<ul style="list-style-type: none"><li>- Flexibility in responding to participant needs (1=Very inflexible, 5=Very flexible)</li><li>- Overall organisation and logistics (1=Very poor, 5=Excellent)</li></ul>			work and provide respondents an opportunity to assess the usefulness and overall quality of AB's outputs and products. The survey also includes questions bearing on AB's outreach efforts and attempts to capture stakeholder perceptions of the use and frequency of AB-related data.
--	--	--	--	--	---	--	--	---

			n/a	<p><b>Have you used Afrobarometer's products?</b></p> <ul style="list-style-type: none"> <li>- Yes, as a professional</li> <li>- Yes, as a private person</li> <li>- Yes, as a professional and private person</li> <li>- No</li> <li>- Don't know</li> </ul> <p>[If Yes]:</p> <p><b>Which of the following Afrobarometer products have you used? (Select all that apply)</b></p> <ul style="list-style-type: none"> <li>- Survey reports</li> <li>- Policy briefs</li> <li>- Statistical publications</li> <li>- Data visualisations/infographics</li> <li>- Raw datasets</li> <li>- Online statistical tools/databases</li> <li>- Other, please specify</li> <li>- None of the above</li> </ul> <p><b>In which of the following work contexts have you used Afrobarometer's products? (Select all that apply)</b></p> <ul style="list-style-type: none"> <li>- Advocacy work</li> <li>- Policy work</li> <li>- Communication work</li> <li>- Haven't used them in any work context</li> <li>- Other work contexts, namely:</li> </ul>			
--	--	--	-----	---	--	--	--

					<p>On a scale from 1-5, how would you rate the <u>usefulness</u> of Afrobarometer's products? (1=Not at all useful, 5=Very useful, n/a=Haven't used them)</p> <p>On a scale from 1-5, how would you rate the <u>quality</u> of Afrobarometer's products? (1=Very poor quality , 5=Very high quality , Don't know) *</p> <p>On a scale from 1-5, how would you rate the <u>reliability</u> of Afrobarometer's products? (1=Very unreliable, 5=Very reliable , Don't know) *</p> <p>On a scale from 1-5, how would you rate the <u>availability</u> of Afrobarometer's products? (1=Not at all available, 5=Highly available, n/a=Don't know) *</p>			
--	--	--	--	--	---	--	--	--

				n/a	<b>Have you noticed Afrobarometer cited as a reference in materials you use professionally (reports, publications, presentations, etc.)?</b> - Yes - No - Don't know  [If Yes]: <b>How frequently do you encounter references to Afrobarometer in the professional materials you use?</b> - Very rarely - Occasionally - Frequently - Very frequently - Don't know			
EQ 4: Has the Monitoring, Evaluation and Learning (MEL) system delivered robust and useful information that could be used to assess progress towards outcomes	Design and utilisation of MEL system.  Quality of the monitoring data.	High	Possible questions: 1. Who uses MEL system and who accesses monitoring data? 2. How are monitoring data utilised to learn and adapt the programme? 3. What, if any, change management mechanism/plan is in place? 4. Which data disaggregation, by gender+, examine how this has informed products and processes? 5. What synergies between MEL & communication tracking?	n/a	AB and unit for MEL and possible Sida contacts	The evaluation team assumes that the AB MEL team can shed light on the listed questions and give insights to how the monitoring system is designed, how it works, which value it generates, and what limitations or flaws it has.	The data will be collected from AB and need to be validated by demonstration of the system as well as perception on the produced MEL deliverables and project reports.  The evaluation team will, to the extent possible, present its findings in terms	



	and contribute to learning?			6. How has IT been used? 7. How content are you with the current setup of the system? 8. Are there any limitations and/or flaws that you want to amend?				of reliability and sturdiness.
Efficiency	EQ 2: Could the intervention deliver results in an economic and more time-efficient way?	Management of resources	High	<p>Possible questions:</p> <ol style="list-style-type: none"> <li>1. Which measures taken to ensure efficient resource use (human, technical, financial)?</li> <li>2. Could outputs have 'cost' less in time and use of resources?</li> <li>3. Could AB meet its purpose and fulfil its role in Africa with a more narrow scope of activities? Explain how? Or why not?</li> <li>4. AB reports to have strengthened not just its operation but also reach over the most recent years (4-5 years) how has this affected scope and efficiency, 'cost'?</li> <li>5. In view of the above: do you consider AB's management, organisation 'fit for purpose'?</li> </ol>	n/a	<p>Core informants are the</p> <ul style="list-style-type: none"> <li>*AB management team with a focus on COO and Finance Manager</li> <li>*EoS in Addis.</li> <li>* Management of NPs will also be asked</li> </ul>	The evaluation team expects no challenges in getting access to the required informants in order to have good, information-rich and in-depth discussions.	<p>As this type of issues will often be addressed in Annual Review meetings between the donor and the funded organisation, we will use a combination of records from such meetings, the financial reports and earlier evaluations to address this issue (all found in Annex 3).</p> <p>It should be mentioned that the ToR does not ask for any financial in-depth scrutiny or audit-</p>

								like financial review.
Sustainability	EQ5: To what extent will the benefits of the intervention continue, or are likely to continue?	Is AB sustainable?	High	<p>Possible questions:</p> <ol style="list-style-type: none"> <li>1. How have you seen the changes in the request for AB data?</li> <li>2. How have they been addressed?</li> <li>3. Mindful of AB's development during the past 25 years – and especially the most recent period – which developments could one expect at short, middle and longer term?</li> <li>4. What does AB's operational reality with competing pressures of growing demand for data, mounting expectations of capacity-building and communications engagement at the national and sub-regional levels mean – at a time where the world of development faces funding constraints?</li> <li>5. In view of this, how do you see the benefits of the intervention continue? Or?</li> </ol>	<p>[If Yes on use of AB products above]:  <b>On a scale from 1-5, please rate the value of Afrobarometer's products in the following contexts: (1=No value, 5=Extremely valuable, Don't know)</b></p> <ul style="list-style-type: none"> <li>- Your professional work</li> <li>- Your organisation's operations</li> <li>- Your sector/field more broadly</li> <li>- Your country's development and welfare</li> </ul> <p><b>If Afrobarometer's products were no longer available, what would be the impact?</b></p> <ul style="list-style-type: none"> <li>- No significant impact - alternatives readily available</li> <li>- Minor impact - would need to find alternatives</li> <li>- Moderate impact -</li> </ul>	Actors engaged in AB's operations and/or users of AB's services and products.	The evaluation team assumes that the team can reach a substantial number of stakeholders who are familiar with AB's operations and willing to participate in the survey.	The survey questions examines stakeholder perceptions regarding the value of AB data across various operational areas and seeks to understand how the absence of this data would impact their professional work in an attempt to estimate the role AB data plays in stakeholders' decision-making processes and organisational activities, and thus give insight into the sustainability through user demand.

					would create some operational challenges - Major impact - would significantly disrupt our work - Severe impact - would be very difficult to replace			The evaluation team's document review will provide a rich background for both seeing the development of the organisation up until now, and likely to identify pointers into the future.
			Medium/low	<p>Additional questions:</p> <p>6. What have been the enablers in institutionally strengthening and consolidating AB to ensure the Network is sustainable and continues to provide a supply of public opinion inputs to policy making processes; and what were the main constraints?</p> <p>7. What are the lessons learned from outreach to foundations, corporate and private sector donors, and multilaterals, as well as bilateral donors?</p> <p>8. What are the challenges to obtain funding from African sources; what are the opportunities; what is the strategy going forward?</p> <p>9. To what extent is the capacity of National Partners to engage in</p>		<p>Sub questions 6-8: We will cover this through adding questions to our planned KIIs with AB secretariat, CEO, Board and IAC. We will observe when other interviewees contribute.</p> <p>Sub question 9: As above and in KIIs with NPs</p> <p>Sub question 10: KII/FGD with AB secretariat, CEO, Capacity building responsible.</p>	<p>Sub questions 6-14 on Sustainability were provided by EoS as comments to the draft Inception Report.</p> <p>Whereas the NIRAS proposal and draft Inception Report focused on organisational aspects of sustainability, most of the new range of questions focus more on financial sustainability. This is an important focus, which to a large extent can be incorporated in the existing evaluation framework – and the team will do all possible within the</p>	<p>This set of sub-questions will largely be answered through targeted KIIs. Our ongoing document review will further contribute.</p>

			<p>fundraising activities being supported or built?</p> <p>10. To what extent has AB been able to raise funds for its CB activities including for special</p> <p>11. What is being done to resolve the 'free rider problem' (where some donor governments make use of the data but do not provide resources to support production and dissemination) in relation to AB data as a public good?</p> <p>12. How effective has the International Advisory Board in providing technical advice, guiding the network through leadership transition, and contributing to fundraising and advocacy on behalf of AB?</p> <p>13. What are the trade-offs between flexibility in institutional arrangements and a more formalised structured network with defined chains of accountability?</p> <p>14. How might AB's resource mobilisation strategy evolve beyond 2025? What opportunities or compromises are foreseen?</p>		<p>Sub question 11: through KIIs with AB secretariat, CEO, Board and IAC.</p> <p>Sub question 12: KIIs with AB secretariat, CEO, Board and IAC</p> <p>Sub question 13: KIIs in four case-countries, FGD/Workshop with AB secretariat.</p> <p>Sub question 14. AB secretariat, CEO, Board, IAC</p>	<p>present framework to introduce and integrate these in our work.</p> <p>Question 12 about how effective the IAC has been in providing guidance and contributing to fundraising, we will based on KIIs as mentioned and in this way collected (anecdotal) evidence.</p>	
--	--	--	---	--	---	--	--

## Annex 5 - Interview Guides

The interview guides are internal documents for the use of the evaluation team, securing parallel work by the evaluators and robust recordings of KIIs (and FGDs if and where relevant). They have been prepared based on the Evaluation Matrix in Section 2. The guides are meant as an inspiration to the evaluators, who will select and focus the individual KII – or FGD – extracting the most important issues to be raised and covered.

The below interview guides are directed at:

1. The Embassy of Sweden, Addis Abeba
2. AB (Secretariat Accra-based, other)

### *The AB stakeholders - Internal*

3. AB Governance and Oversight (Board, International Advisory Council)
4. Implementing Partners (NPs, CPs, SUs)

### *The AB stakeholders - External*

5. Data Users and Policy Actors (Governments, Ministries, Political Parties, CSOs, Media, Academia, regional/international agencies, private sector)
6. Strategic and Think Tank Partners (Institutions using data for indices, analysis or advocacy, academia)
7. Funding Partners
8. Others –

1 – Interview guide – Embassy of Sweden, Addis Abeba		
Criteria	Themes, questions	Notes
Relevance and Coherence	<ol style="list-style-type: none"> <li>AB matches Sida's priorities as expressed in the 'Strategy for Sweden's regional development cooperation with Africa 2022-2026'. How would you – in your own words - describe AB's relevance to you, the Embassy, in terms of: <ul style="list-style-type: none"> <li>Your overall policy</li> <li>Your focus on and implementation of the regional Africa strategy</li> <li>The needs in Africa that AB addresses</li> </ul> </li> <li>How do you see the AB's added value in the African reality?</li> <li>How have you found that AB addresses backlash faced by citizen rights and the shrinking space for free voices and media?</li> <li>How does AB cover women's issues and carry their voices - and other aspects related to equality?</li> <li>How does AB cover other often marginalised groups of citizens and their opinions and voices? Kindly share some examples – with details and references.</li> <li>In which ways do you see AB staying relevant? Kindly share some examples</li> <li>Where do you find that AB could have done better in remaining relevant? Do you have some concrete examples?</li> </ol>	
Efficiency	<ol style="list-style-type: none"> <li>How does the Embassy consider AB as a partner from an efficiency point-of-view?</li> <li>Which measures have you found taken by them to ensure efficient resource use (human, technical, financial)?</li> <li>Could outputs have 'cost' less in time and use of resources – as you see it?</li> <li>Could AB meet its purpose and fill its role in Africa with a tighter (smaller and 'cheaper') scope? Explain how? Or why not?</li> <li>AB reports to have strengthened not just its operation but also reach over the most recent years (4-5 years) how has this affected scope and efficiency, 'cost' in your view – a foundational funder with 25+ years' history?!</li> <li>In view of the above: how do you consider AB management, organisation 'fit for purpose'</li> </ol>	

1 – Interview guide – Embassy of Sweden, Addis Abeba		
Criteria	Themes, questions	Notes
Effectiveness	<p>You have, as the EoS and a long-term foundational funder, followed the emergence of what AB is today. From your vantage point, it would be interesting to have your reflections on each of the following:</p> <p>14. The AB intervention is during the period 2023-2025 expected to achieve the following targets – how do you see it on track?</p> <ul style="list-style-type: none"> <li>• field surveys in at least 40 African countries;</li> <li>• development of a credible phone survey methodology;</li> <li>• implementation of essential capacity-building programmes;</li> <li>• to develop, sustain and expand AB's analytic and signature products;</li> <li>• widely disseminate survey results with a focus on expanding audiences and uptake;</li> <li>• continue and deepen outreach to the African Union and its allied bodies, sub-regional economic communities, as well as universities; and</li> <li>• collaborate with the media and identifiable civil society and advocacy groups, notably women, youth and minority groups to extend reach and impact.</li> </ul> <p>15. Does AB's communication programme succeed in reaching new audiences, engaging new stakeholders, increasing visibility and use of the data?</p> <p>16. What are the best ways to driving further use of the data, especially among African governments and policy actors?</p> <p>17. In view of this, which investments were most effective?</p> <p>18. In AB's capacity-building efforts, which activities have been most/least effective, and have they met partner and network needs?</p> <p>19. Has the recently implemented policy for partner recruitment worked?</p> <p>20. Any recommendations in terms of Core Partner recruitment from an Embassy point of view??</p> <p>We will discuss the MEL tools, systems and processes in-depth with AB. From your vantage point:</p> <ul style="list-style-type: none"> <li>○ How do you see the AB MEL system? Does it provide the required data effectively?</li> </ul> <p>22. Are there any limitations and/or flaws that you have found?</p>	

1 – Interview guide – Embassy of Sweden, Addis Abeba		
Criteria	Themes, questions	Notes
Sustainability	<p>23 Mindful of AB's development during the past 25 years – and especially the most recent period – which developments could one expect at short, middle and longer term?</p> <p>24. In the world of development today, facing funding constraints, how do you see that having an impact on AB's operational reality: growing demand for data, mounting expectations of capacity-building and communications engagement at the national and sub-regional levels?</p> <p>25. In view of this, how do you see the benefits of the intervention continue? Or?</p> <p>What is the Embassy's take on these additional sustainability questions:</p> <p>26. What have been the enablers in institutionally strengthening and consolidating AB to ensure the Network is sustainable and continues to provide a supply of public opinion inputs to policy making processes; and what were the main constraints?</p> <p>27. What are the lessons learned from outreach to foundations, corporate and private sector donors, and multilaterals, as well as bilateral donors?</p> <p>28. What are the challenges to obtain funding from African sources; what are the opportunities; what is the strategy going forward?</p> <p>29. To what extent is the capacity of National Partners to engage in fundraising activities being supported or built?</p> <p>30. To what extent has AB been able to raise funds for its CB activities including for special</p> <p>31. What is being done to resolve the 'free rider problem' (where some donor governments make use of the data but do not provide resources to support production and dissemination) in relation to AB data as a public good?</p> <p>32. How effective has the International Advisory Board in providing technical advice, guiding the network through leadership transition, and contributing to fundraising and advocacy on behalf of AB?</p> <p>33. What are the trade-offs between flexibility in institutional arrangements and a more formalised structured network with defined chains of accountability?</p> <p>34. How might AB's resource mobilisation strategy evolve beyond 2025? What opportunities or compromises are foreseen?</p>	
Lessons learned	What are the main lessons learned from the implementation of the AB work during the past 5 years, where AB has been undergoing significant change?	
Other questions	Is there any aspect that we haven't mentioned that you want to add to better understand the performance of the programme?	
Recommendations	What would your recommendations for the next steps be?	



2 – Interview guide – Afrobarometer		
Criteria	Themes, questions	Notes
Relevance and Coherence	<ol style="list-style-type: none"> <li>1. According to the overall AB objectives and the situation in Africa today, how would you describe AB's relevance and added value in your own words? Why AB in Africa today?</li> <li>2. Why should people/stakeholders use AB data – in your own words?</li> <li>3. Where can potential users access the AB data?</li> <li>4. Do users need to proactively search for it – or how do you selectively position it/access?</li> <li>5. Do you find that the AB design of data collection and presentation of it match the data-access needs of your users? What is their feedback?</li> <li>6. How do you ensure that the AB data responds to the changes in needs and priorities in the reality around you?</li> </ol>	
	<ol style="list-style-type: none"> <li>7. Now, you have a vast activity area – with increasing requests for the kind of data you provide. How have you addressed the ongoing global – and continent-based - backlash with regards to citizen rights and the shrinking space for free voices and media?</li> <li>8. How do you work with women's issues, seeking to carry their voices - and other aspects related to equality</li> <li>9. How do you cover other often marginalised groups of citizens and their opinions and voices? Kindly share some examples, details and references.</li> <li>10. In which ways do you see AB staying relevant? Kindly share some examples</li> <li>11. Where do you find that AB could have done better in remaining relevant? Do you have some concrete examples?</li> <li>12. How would you consider AB's data quality and reliability? Share how you work to secure this?</li> <li>13. AB has a reputation to share facts that can be trusted and that are of good quality. What does this take?</li> <li>14. AB has for the past years worked with phone surveys. What is your experience here? What kind of measures are involved in this process?</li> <li>15. What do you do to minimise typical biases from phone survey data? (e.g. social desirability bias, conformity bias, courtesy bias etc).</li> <li>16. How would you consider phone surveys' validity and reliability as compared to written surveys?</li> </ol>	
Efficiency	<ol style="list-style-type: none"> <li>17. Which measures are you taking to ensure efficient resource use (human, technical, financial)?</li> <li>18. Could some of your outputs have 'cost' less in time and use of resources?</li> <li>19. Could you meet your purpose and fill your role in Africa with a tighter scope? Explain how? Or why not?</li> <li>20. AB reports to have strengthened not just its operation but also reach over the most recent years (4-5 years) how has this affected scope and efficiency, 'cost'? What are some of your own reflections, worries?</li> <li>21. In view of the above – and your recent organisational strengthening and change: Do you consider AB management, organisation 'fit for purpose'</li> </ol>	

2 – Interview guide – Afrobarometer		
Criteria	Themes, questions	Notes
Effectiveness	<p>22. The AB intervention is during the period 2023-2025 expected to achieve the following targets – how do you see that you are on track?</p> <ul style="list-style-type: none"> <li>• field surveys in at least 40 African countries;</li> <li>• development of a credible phone survey methodology;</li> <li>• implementation of essential capacity-building programmes;</li> <li>• to develop, sustain and expand AB’s analytic and signature products;</li> <li>• widely disseminate survey results with a focus on expanding audiences and uptake;</li> <li>• continue and deepen outreach to the African Union and its allied bodies, sub-regional economic communities, as well as universities; and</li> <li>• collaborate with the media and identifiable civil society and advocacy groups, notably women, youth and minority groups to extend reach and impact.</li> </ul>	
	23. Does your communication programme – in your view - succeed in reaching new audiences, engaging new stakeholders, increasing visibility and use of the data? How? Why? Why not?	
	24. What are – in your view - the best ways of driving further use of the data, especially among African governments and policy actors?	
	25. In view of this, which investments were most effective?	
	26. In your capacity-building efforts, which activities have been most/least effective? Have they met partner and network needs?	
	27. Has the new policy for partner recruitment worked? How? Why?	
	28. Which are the impacts on survey management, institutional strengthening, capacity-building programmes, AB reputation, and other elements of AB in your view?	
	29. Any policy or process improvement needed?	
	30. Any recommendations in terms of Core Partner recruitment?	
	31. How do you solicit input from potential users to identify information gaps and/or emerging issues of critical national concern?	
	32. How do you find that your programming has an effective balance between tracking long-term indicators and tapping into urgent and timely “hot topics”?	
	33. How are human rights and gender equality reflected in AB priority issues?	
	<p>34. Who uses the AB MEL system and who accesses monitoring data?</p> <p>35. How are monitoring data utilised to learn and adapt the programme?</p> <p>36. What, if any, change management mechanism/plan is in place?</p> <p>37. Which data disaggregation, by gender+, examine how this has informed products and processes?</p> <p>38. What synergies between MEL &amp; communication tracking?</p> <p>39. How has IT been used?</p> <p>40. How content are you with the current setup of the system?</p> <p>41. Are there any limitations and/or flaws that you want to amend?</p>	

2 – Interview guide – Afrobarometer		
Criteria	Themes, questions	Notes
Sustainability	<p>23 Mindful of AB's development during the past 25 years – and especially the most recent period – which developments could one expect at short, middle and longer term?</p> <p>24. In the world of development today, facing funding constraints, how do you see that having an impact on AB's operational reality: growing demand for data, mounting expectations of capacity-building and communications engagement at the national and sub-regional levels?</p> <p>25. In view of this, how do you see the benefits of the intervention continue? Or?</p> <p>What is your take on these additional sustainability questions:</p> <p>26. What have been the enablers in institutionally strengthening and consolidating AB to ensure the Network is sustainable and continues to provide a supply of public opinion inputs to policy making processes; and what were the main constraints?</p> <p>27. What are the lessons learned from outreach to foundations, corporate and private sector donors, and multilaterals, as well as bilateral donors?</p> <p>28. What are the challenges to obtain funding from African sources; what are the opportunities; what is the strategy going forward?</p> <p>29. To what extent is the capacity of National Partners to engage in fundraising activities being supported or built?</p> <p>30. To what extent has AB been able to raise funds for its CB activities including for special</p> <p>31. What is being done to resolve the 'free rider problem' (where some donor governments make use of the data but do not provide resources to support production and dissemination) in relation to AB data as a public good?</p> <p>32. How effective has the International Advisory Board in providing technical advice, guiding the network through leadership transition, and contributing to fundraising and advocacy on behalf of AB?</p> <p>33. What are the trade-offs between flexibility in institutional arrangements and a more formalised structured network with defined chains of accountability?</p> <p>34. How might AB's resource mobilisation strategy evolve beyond 2025? What opportunities or compromises are foreseen?</p>	
Lessons learnt	<p>35. What are the main lessons learned from your AB work?</p> <p>36. Which recommendations could you present for the future?</p>	
Other questions	<p>37. Is there any aspect that we haven't mentioned that you want to add to better understand the performance of your work?</p>	
Recommendations	<p>38. What would your recommendations for the next steps be?</p> <p>Which components should be further strengthened? Why? How?</p>	

<b>3 – Interview guide –</b> <b>The AB Internal Stakeholders -</b> <b>AB Governance and Oversight</b> <b>(Board, International Advisory Council)</b>		
<b>Criteria</b>	<b>Themes, questions</b>	<b>Notes</b>
<b>Relevance and Coherence</b>	1. According to the overall AB objectives and the situation in Africa today, how would you describe AB's relevance and added value in your own words? Why AB in Africa today?	
	2. Now, you have a vast activity area – with increasing requests for the kind of data AB provides. How do you see AB addressing the ongoing global – and continent-based – backlash with regards to citizen rights and the shrinking space for free voices and media? 3. How do you assess AB's work with women's issues, seeking to carry their voices - and other aspects related to equality – and other marginalised groups of citizens and their opinions and voices? 4. In which ways do you see AB staying relevant? Kindly share some examples 5. Where do you find that AB could have done better in remaining relevant? Do you have some concrete examples? 6. AB has a reputation to share facts that can be trusted and that are of good quality. What does this take in your view having oversight?	
<b>Efficiency</b>	7. Which measures do you see AB taking to ensure efficient resource use (human, technical, financial)? 8. Could some of your outputs have 'cost' less in time and use of resources? 9. Could you meet your purpose and fill your role in Africa with a tighter scope? Explain how? Or why not? 10. AB reports to have strengthened not just its operation but also reach over the most recent years (4-5 years) how has this affected scope and efficiency, 'cost'? What are some of your own reflections, worries? 11. In view of the above – and AB's recent organisational strengthening and change: Do you consider AB management, organisation 'fit for purpose'?	
<b>Effectiveness</b>	12. What is your overall assessment of AB's way of working – and impact created – in: field surveys capacity-building events	

	<p>products;</p> <p>13. How are human rights and gender equality reflected in AB priority issues?</p> <p>14. Kindly walk us through the AB governance system. In your mind, what works and what could work better?</p> <p>15. Has the new policy for partner recruitment worked? How? Why?</p> <p>16. Which are the impacts on survey management, institutional strengthening, capacity-building programmes, AB reputation, and other elements of AB in your view?</p> <p>17. Any recommendations in terms of Core Partner recruitment? We will dive into the MEL system with the AB Secretariat, but from your vantage point:</p> <p>18. How do you see the value of the AB MEL system? What is your level of engagement with it?</p> <p>19. How are monitoring data utilised to learn and adapt the programme?</p> <p>20. Are there any limitations and/or flaws that you want to amend?</p>	
<b>Sustainability</b>	<p>21. Mindful of AB's development during the past 25 years – and especially the most recent period – which developments could one expect at short, middle and longer term?</p> <p>22. In the world of development today, facing funding constraints, how do you see that impacting on AB's operational reality: growing demand for data, mounting expectations of capacity-building and communications engagement at the national and sub-regional levels?</p> <p>23. In view of this, how do you see the benefits of the intervention continue? Or?</p> <p>What is your take on these additional sustainability questions:</p> <p>24. What have been the enablers in institutionally strengthening and consolidating AB to ensure the Network is sustainable and continues to provide a supply of public opinion inputs to policy making processes; and what were the main constraints?</p> <p>25. What are the lessons learned from outreach to foundations, corporate and private sector donors, and multilaterals, as well as bilateral donors?</p> <p>26. What are the challenges to obtain funding from African sources; what are the opportunities; what is the strategy going forward?</p> <p>27. To what extent is the capacity of National Partners to engage in fundraising activities being supported or built?</p> <p>28. To what extent has AB been able to raise funds for its CB activities including for special</p> <p>29. What is being done to resolve the 'free rider problem' (where some donor governments make use of the data but do not provide resources to support production and dissemination) in relation to AB data as a public good?</p> <p>34. How effective has the International Advisory Board in providing technical advice, guiding the network through leadership transition, and contributing to fundraising and advocacy on behalf of AB?</p> <p>35. What are the trade-offs between flexibility in institutional arrangements and a more formalised structured network with defined chains of accountability?</p> <p>36. How might AB's resource mobilisation strategy evolve beyond 2025? What opportunities or compromises are foreseen?</p>	
<b>Lessons learnt</b>	<p>37. What are the main lessons learned from your AB work?</p> <p>38. Which recommendations could you present for the future?</p>	

Other questions	39. Is there any aspect that we haven't mentioned that you want to add to better understand the performance of your work?	
Recommendations	40. What would your recommendations for AB's next steps be? Which components should be further strengthened? Why? How?	

4 – Interview guide –		
The AB Internal Stakeholders - Implementing Partners (NPs, CPs, SUs)		
Criteria	Themes, questions	Notes
Relevance and Coherence	<ol style="list-style-type: none"> <li>How would you describe AB's relevance in Africa today. Why important?</li> <li>Now, you have a vast activity area – with increasing requests for the kind of data AB provides. How do you see AB addressing the ongoing global – and continent-based - backlash with regards to citizen rights and the shrinking space for free voices and media?</li> <li>How do you assess AB's work with women's issues, seeking to carry their voices - and other aspects related to equality – and other marginalised groups of citizens and their opinions and voices?</li> <li>In which ways do you see AB staying relevant? Kindly share some examples</li> <li>Where do you find that AB could have done better in remaining relevant? Do you have some concrete examples?</li> <li>AB has a reputation to share facts that can be trusted and that are of good quality. What does this take in your view having oversight?</li> </ol>	
	<ol style="list-style-type: none"> <li>In which ways do you see AB staying relevant?</li> <li>Kindly share some examples</li> <li>Where do you find that AB could have done better in remaining relevant? Do you have some concrete examples?</li> <li>How would you consider AB's data quality and reliability?</li> <li>Share how you work to secure this?</li> <li>AB has a reputation to share facts that can be trusted and that are of good quality. What does this take?</li> <li>AB has for the past years worked with phone surveys. What is your experience here? What kind of measures are involved in this process?</li> <li>What do you do to minimise typical biases from phone survey data? (e.g. social desirability bias, conformity bias, courtesy bias etc).</li> <li>How would you consider phone surveys' validity and reliability as compared to written surveys?</li> </ol>	
Efficiency	<ol style="list-style-type: none"> <li>Which measures are you taking to ensure efficient resource use (human, technical, financial)?</li> <li>Could some of your outputs have 'cost' less in time and use of resources?</li> <li>Could you meet your purpose and fill your role in Africa with a tighter scope? Explain how? Or why not?</li> <li>AB reports to have strengthened not just its operation but also reach over the most recent years (4-5 years) how has this affected scope and efficiency, 'cost'? What are some of your own reflections, worries?</li> <li>In view of the above – and your recent organisational strengthening and change: Do you consider AB management, organisation 'fit for purpose'</li> </ol>	

4 – Interview guide –		
The AB Internal Stakeholders - Implementing Partners (NPs, CPs, SUs)		
Criteria	Themes, questions	Notes
Effectiveness	<p>21. The AB intervention is during the period 2023-2025 expected to achieve the following targets – Did you encounter any of these – and if, what is your assessment. Do share concrete examples?</p> <ul style="list-style-type: none"> <li>• field surveys in at least 40 African countries;</li> <li>• development of a credible phone survey methodology;</li> <li>• implementation of essential capacity-building programmes;</li> <li>• to develop, sustain and expand AB's analytic and signature products;</li> <li>• widely disseminate survey results with a focus on expanding audiences and uptake;</li> <li>• continue and deepen outreach to the African Union and its allied bodies, sub-regional economic communities, as well as universities; and</li> <li>• collaborate with the media and identifiable civil society and advocacy groups, notably women, youth and minority groups to extend reach and impact.</li> </ul> <p>22. Does your communication programme – in your view - succeed in reaching new audiences, engaging new stakeholders, increasing visibility and use of the data? How? Why? Why not?</p> <p>23. What are – in your view - the best ways of driving further use of the data, especially among African governments and policy actors?</p> <p>24. In view of this, which investments were most effective?</p> <p>25. In your capacity-building efforts, which activities have been most/least effective? Have they met partner and network needs?</p> <p>26. Has the new policy for partner recruitment worked? How? Why?</p> <p>27. Which are the impacts on survey management, institutional strengthening, capacity-building programmes, AB reputation, and other elements of AB in your view?</p> <p>28. Any policy or process improvement needed?</p> <p>29. Any recommendations in terms of Core Partner recruitment?</p> <p>30. How do you solicit input from potential users to identify information gaps and/or emerging issues of critical national concern?</p> <p>31. How do you find that your programming has an effective balance between tracking long-term indicators and tapping into urgent and timely "hot topics"?</p> <p>32. How are human rights and gender equality reflected in AB priority issues?</p>	



4 – Interview guide –		
The AB Internal Stakeholders - Implementing Partners (NPs, CPs, SUs)		
Criteria	Themes, questions	Notes
<b>Sustainability</b>	<p>33. How have you seen the changes in request for AB data – including your own?</p> <p>34. How have they been addressed?</p> <p>35. Mindful of AB's development during the past 25 years – and especially the most recent period – which developments could one expect at short, middle and longer term – from a user perspective?</p> <p>What is your take on these additional sustainability questions:</p> <p>36. What have been the enablers in institutionally strengthening and consolidating AB to ensure the Network is sustainable and continues to provide a supply of public opinion inputs to policy making processes; and what were the main constraints?</p> <p>37. What are the lessons learned from outreach to foundations, corporate and private sector donors, and multilaterals, as well as bilateral donors?</p> <p>38. What are the challenges to obtain funding from African sources; what are the opportunities; what is the strategy going forward?</p> <p>39. To what extent is the capacity of National Partners to engage in fundraising activities being supported or built?</p> <p>40. To what extent has AB been able to raise funds for its CB activities including for special</p> <p>41. What is being done to resolve the 'free rider problem' (where some donor governments make use of the data but do not provide resources to support production and dissemination) in relation to AB data as a public good?</p> <p>37. How effective has the International Advisory Board in providing technical advice, guiding the network through leadership transition, and contributing to fundraising and advocacy on behalf of AB?</p> <p>38. What are the trade-offs between flexibility in institutional arrangements and a more formalised structured network with defined chains of accountability?</p> <p>39. How might AB's resource mobilisation strategy evolve beyond 2025? What opportunities or compromises are foreseen?</p>	
<b>Lessons learnt</b>	<p>40. What are the main lessons learned based on your national programme</p> <p>41. Do you have any specific examples of excellence?</p>	
<b>Other questions</b>	<p>42. Is there any aspect that we haven't mentioned that you want to add to better understand the performance of AB?</p>	
<b>Recommendations</b>	<p>43. What would your recommendations for AB's next steps be?</p>	

5 – Interview guide –		
The AB External Stakeholders - Data Users and Policy Actors (Govt, Ministries, Political Parties, CSOs, Media, Academia, regional/international agencies)		
Criteria	Themes, questions	Notes
Relevance and Coherence	<ol style="list-style-type: none"> <li>How do you use AB data and evidence?</li> <li>Why do you use AB data and evidence?</li> <li>How would you consider AB's data quality and reliability?</li> <li>Why? Kindly elaborate what is good quality.</li> <li>In which ways do you see AB staying relevant? Kindly share some examples</li> <li>Where do you find that AB could have done better in remaining relevant? Do you have some concrete examples?</li> <li>How have you found that AB addresses backlash ref citizen rights and the shrinking space for free voices and media?</li> <li>How does AB cover women's issues and carry their voices - and other aspects related to equality?</li> <li>How does AB cover other often marginalised groups of citizens and their opinions and voices? Kindly share some examples – with details and references.</li> <li>Have you been interviewed by AB through phone surveys?</li> <li>What was your experience? Do you find this to be as effective as written surveys? Or more?</li> <li>Does AB make sure to minimise typical biases from phone survey data? (e.g. social desirability bias, conformity bias, courtesy bias etc).</li> </ol>	
Efficiency	N/R – Not relevant here	
Effectiveness	<ol style="list-style-type: none"> <li>The AB intervention is during the period 2023-2025 expected to achieve the following targets – Which have you encountered, how? <ul style="list-style-type: none"> <li>field surveys in at least 40 African countries;</li> <li>development of a credible phone survey methodology;</li> <li>implementation of essential capacity-building programmes;</li> <li>to develop, sustain and expand AB's analytic and signature products;</li> <li>widely disseminate survey results with a focus on expanding audiences and uptake;</li> <li>continue and deepen outreach to the African Union and its allied bodies, sub-regional economic communities, as well as universities; and</li> <li>collaborate with the media and identifiable civil society and advocacy groups, notably women, youth and minority groups to extend reach and impact.</li> </ul> </li> <li>What are the best ways to driving further use of the data, especially among African governments and policy actors?</li> <li>In AB's capacity-building efforts, which activities have been most/least effective, and have they met partner and network needs?</li> <li>Assess how AB programming has effective balance between tracking long-term indicators and tapping into urgent and timely "hot topics"?</li> <li>How are human rights and gender equality reflected in AB priority issues?</li> </ol>	

<b>5 – Interview guide –</b> <b>The AB External Stakeholders - Data Users and Policy Actors (Govt, Ministries, Political Parties, CSOs, Media, Academia, regional/international agencies)</b>		
Criteria	Themes, questions	Notes
<b>Sustainability</b>	18. How have you seen the changes in the request for AB data? 19. How have you observed that they have been addressed? 20. Mindful of AB's development during the past 25 years – and especially the most recent period – which developments could one expect at short, middle and longer term? 21. In the world of development today, facing funding constraints, how do you see that impacting on AB's operational reality: growing demand for data, mounting expectations of capacity-building and communications engagement at the national and sub-regional levels? In view of this, how do you see the benefits of the intervention continue? 22. In view of this, how do you see the benefits of the intervention continue?	
<b>Lessons learned</b>	23. What are the main lessons learned from AB's special role in Africa.	
<b>Other questions</b>	24. Is there any aspect that we haven't mentioned that you want to add to better understand the performance of AB?	
<b>Recommendations</b>	25. What would your recommendations for AB onwards be?	

**6 – Interview guide –****The AB External Stakeholders - Strategic and Think Tank Partners  
(Institutions using data for indices, analysis or advocacy, Academia)****Themes, questions**

1. How do you use AB data and evidence?
2. Why do you use AB data and evidence?
3. How would you consider AB's data quality and reliability?
4. Why? Kindly elaborate what is good quality.
5. In which ways do you see AB staying relevant?  
Kindly share some examples
6. Where do you find that AB could have done better in remaining relevant? Do you have some concrete examples?
7. How have you found that AB addresses backlash ref citizen rights and the shrinking space for free voices and media?
8. How does AB cover women's issues and carry their voices - and other aspects related to equality?
9. How does AB cover other often marginalised groups of citizens and their opinions and voices?  
Kindly share some examples – with details and references.
10. Have you been interviewed by AB through phone surveys?
11. What was your experience? Do you find this to be as effective as written surveys? Or more?
12. Does AB make sure to minimise typical biases from phone survey data? (e.g. social desirability bias, conformity bias, courtesy bias etc).
13. N/R – Not relevant here
14. The AB intervention is during the period 2023-2025 expected to achieve the following targets – Which have you encountered, how?
  - field surveys in at least 40 African countries;
  - development of a credible phone survey methodology;
  - implementation of essential capacity-building programmes;
  - to develop, sustain and expand AB's analytic and signature products;
  - widely disseminate survey results with a focus on expanding audiences and uptake;
  - continue and deepen outreach to the African Union and its allied bodies, sub-regional economic communities, as well as universities; and
  - collaborate with the media and identifiable civil society and advocacy groups, notably women, youth and minority groups to extend reach and impact.
15. What are the best ways to driving further use of the data, especially among African governments and policy actors?
16. In AB's capacity-building efforts, which activities have been most/least effective, and have they met partner and network needs?
17. Assess how AB programming has effective balance between tracking long-term indicators and tapping into urgent and timely "hot topics"?
18. How are human rights and gender equality reflected in AB priority issues?

**6 – Interview guide –****The AB External Stakeholders - Strategic and Think Tank Partners  
(Institutions using data for indices, analysis or advocacy, Academia)****Themes, questions**

19. How have you seen the changes in the request for AB data?
20. How have you observed that they have been addressed?
21. Mindful of AB's development during the past 25 years – and especially the most recent period – which developments could one expect at short, middle and longer term?
22. In the world of development today, facing funding constraints, how do you see that impacting on AB's operational reality: growing demand for data, mounting expectations of capacity-building and communications engagement at the national and sub-regional levels? In view of this, how do you see the benefits of the intervention continue?
23. In view of this, how do you see the benefits of the intervention continue?
24. What are the main lessons learned from AB's special role in Africa
25. Is there any aspect that we haven't mentioned that you want to add to better understand the performance of the programme?
26. What would your recommendations for a possible next phase be?

<b>7 – Interview guide</b> <b>The AB External Stakeholders - Funding partners</b>		
Criteria	Themes, questions	Notes
<b>Relevance and Coherence</b>	<ol style="list-style-type: none"> <li>How would you say that AB's relevance and purpose matches               <ul style="list-style-type: none"> <li>Your overall policy</li> <li>Your focus on and implementation of the regional Africa strategy</li> <li>The needs in Africa that AB addresses</li> </ul> </li> <li>How do you see the AB's added value in the African reality?</li> <li>How have you found that AB addresses backlash ref citizen rights and the shrinking space for free voices and media?</li> <li>How does AB cover women's issues and carry their voices - and other aspects related to equality</li> <li>How does AB cover other often marginalised groups of citizens and their opinions and voices? Kindly share some examples – with details and references.</li> <li>In which ways do you see AB staying relevant? Kindly share some examples</li> <li>Where do you find that AB could have done better in remaining relevant? Do you have some concrete examples?</li> </ol>	
<b>Efficiency</b>	<ol style="list-style-type: none"> <li>If you work with/fund AB, how do you consider AB as a partner from an efficiency point-of-view?</li> <li>Which measures have you seen them take to ensure efficient resource use (human, technical, financial)?</li> <li>Could outputs have 'cost' less in time and use of resources – as you see it?</li> <li>Could AB meet its purpose and fill its role in Africa with a tighter (smaller and 'cheaper') scope? Explain how? Or why not?</li> <li>AB reports to have strengthened not just its operation but also reach over the most recent years (4-5 years) how has this affected scope and efficiency, 'cost' in your view – a foundational funder with 25+ years' history?!</li> <li>In view of the above: how do you consider AB management, organisation 'fit for purpose'</li> </ol>	
<b>Effectiveness</b>	<p>As an active funder in the African reality you have followed the emergence of what AB is today. From your vantage point, it would be interesting to have your reflections on each of the following (where relevant):</p> <ol style="list-style-type: none"> <li>The AB intervention is during the period 2023-2025 expected to achieve the following targets – how do you see it on track?               <ul style="list-style-type: none"> <li>field surveys in at least 40 African countries;</li> <li>development of a credible phone survey methodology;</li> <li>implementation of essential capacity-building programmes;</li> <li>to develop, sustain and expand AB's analytic and signature products;</li> <li>widely disseminate survey results with a focus on expanding audiences and uptake;</li> <li>continue and deepen outreach to the African Union and its allied bodies, sub-regional economic communities, as well as universities; and</li> <li>collaborate with the media and identifiable civil society and advocacy groups, notably women, youth and minority groups to extend reach and impact.</li> </ul> </li> <li>In your experience, what are the best ways to driving further use of the data, especially among African governments and policy actors?</li> </ol>	

<b>7 – Interview guide</b> <b>The AB External Stakeholders - Funding partners</b>		
Criteria	Themes, questions	Notes
<b>Sustainability</b>	<p>16. Mindful of AB's development during the past 25 years – and especially the most recent period – which developments could one expect at short, middle and longer term?</p> <p>17. In the world of development today, facing funding constraints, how do you see that impacting on AB: the growing demand for data, mounting expectations of capacity-building and communications engagement at the national and sub-regional levels? What should AB do to be prepared for these developments?</p> <p>What is your take on these additional sustainability questions (where and as relevant):</p> <p>18. What have been the enablers in institutionally strengthening and consolidating AB to ensure the Network is sustainable and continues to provide a supply of public opinion inputs to policy making processes; and what were the main constraints?</p> <p>19. What are the lessons learned from outreach to foundations, corporate and private sector donors, and multilaterals, as well as bilateral donors?</p> <p>20. What are the challenges to obtain funding from African sources; what are the opportunities; what is the strategy going forward?</p> <p>21. To what extent is the capacity of National Partners to engage in fundraising activities being supported or built?</p> <p>22. To what extent has AB been able to raise funds for its CB activities including for special</p> <p>23. What is being done to resolve the 'free rider problem' (where some donor governments make use of the data but do not provide resources to support production and dissemination) in relation to AB data as a public good?</p> <p>24. How effective has the International Advisory Board in providing technical advice, guiding the network through leadership transition, and contributing to fundraising and advocacy on behalf of AB?</p> <p>25. What are the trade-offs between flexibility in institutional arrangements and a more formalised structured network with defined chains of accountability?</p> <p>26. How might AB's resource mobilisation strategy evolve beyond 2025? What opportunities or compromises are foreseen?</p>	
<b>Lessons learned</b>	<p>27. What are the main lessons learned from the implementation of the AB work during the past 5 years, where AB has been undergoing significant change?</p>	
<b>Other questions</b>	<p>28. Is there any aspect that we haven't mentioned that you want to add to better understand the performance of AB?</p>	
<b>Recommendations</b>	<p>29. What would your recommendations for Afrobarometer's next steps be?</p>	



# End-of-Term Evaluation of Afrobarometer's regional program 2023-2025

## Purpose and use

This evaluation of Afrobarometer (AB) was commissioned by the Embassy of Sweden in Addis Ababa covering January 2023–December 2022. AB is Africa's leading source of independent public-opinion data, informing policy and development decisions across 42 countries. The review assessed AB's relevance, coherence, effectiveness, efficiency and sustainability to guide future support.

## Conclusion

AB is highly relevant and trusted for its independence and methodological rigour. It delivers quality data and analysis with strong capacity-building, though outreach remains urban-

focused. Governance and efficiency are robust, and sustainability measures are advancing. Key challenges include timeliness, wider dissemination, stronger African Union engagement and inclusion of marginalised groups.

## Recommendation

The Embassy should maintain core funding and pursue donor harmonisation. AB should refine its Theory of Change, strengthen inclusive research, safeguard methodological autonomy and improve dissemination through timely, accessible and localised products. Expanding capacity-building, diversifying financing and securing African Union presence are essential for resilience and policy impact.

SWEDISH INTERNATIONAL DEVELOPMENT COOPERATION AGENCY

Visiting address: Rissneleden 110, 174 57 Sundbyberg  
Postal address: Box 2025, SE-174 02 Sundbyberg, Sweden  
Telephone: +46 [0]8-698 50 00. Telefax: +46 [0]8-20 88 64  
E-mail: [sida@sida.se](mailto:sida@sida.se) Web: [sida.se/en](http://sida.se/en)

