

Capability statement

Survey research, evaluation and opinion polling across Africa

WHO WE ARE

PollsAfrica is run by Academic Support Services NG Ltd, a company registered in Nigeria and based in Lagos. We design and run surveys, baselines, evaluations and opinion polls for development agencies, governments and research buyers.

We bid and contract as sole prime contractor, so one firm is accountable for the contract. On every study a named university expert from the country works with us as a paid key expert, and their CV goes in the bid. We survey adults aged 18 and over, work on national, non-partisan questions only, and report data as collected.

Founder and Director Ayoola Jegede is a PMP-certified programme leader and a member of the World Association for Public Opinion Research (WAPOR) and the American Association for Public Opinion Research (AAPOR).

LEGAL ENTITY

Academic Support Services NG Ltd

COMPANY REGISTRATION

RC 9416237

REGISTERED OFFICE

Ikeja, Lagos, Nigeria

UNGM VENDOR NUMBER

1283542

EU PIC

861027485

WORLD BANK VENDOR REGISTRATION

VMP0010186

SERVICES

Household and sample surveys

National and sub-national samples, from sampling frame to weighted dataset, codebook and report.

Programme evaluations

Mixed methods: survey data, key informant interviews and focus groups.

Opinion polling

National, non-partisan trackers on the economy and public services.

Focus groups and interviews

Local moderators, transcripts and translation.

Baselines, midlines and endlines

Indicator measurement against a results framework, built so later rounds compare cleanly.

Monitoring and data collection

Recurring rounds and third-party monitoring, with round reports and a data quality log.

Market, customer and brand research

Segmentation, usage and attitudes, tracking waves, concept and price testing.

REACH AND SAMPLING

Our Nigerian phone sampling frame holds 11,000+ numbers, which supports fast national phone fieldwork in our home market. Every release states the sponsor, fieldwork dates, sample size, mode, sampling frame, weighting, margin of error and the exact questions asked.

COUNTRIES

Nigeria (home market)

Ethiopia

Ghana

Kenya

South Africa

Uganda

Our public government directory carries published, sourced records for 5 countries: Ethiopia, Ghana, Kenya, South Africa, Uganda. Nigeria is our home market. Other countries are taken on through vetted local field partners, case by case.

METHOD AND QUALITY CONTROL

Instrument	Questionnaire reviewed by the country expert. Phone script and web form built from one source so wording matches.
Pilot	A short pilot before main fieldwork. Routing and wording fixed before launch.
Fieldwork	Phone (CATI), web (CAWI) or mixed mode, chosen per study. Face-to-face through field partners where coverage needs it.
Live checks	Speeding, straightlining, duplicate device and location mismatch checks on every wave. Supervisors listen to a sample of calls.
Back checks	A share of completed interviews is re-contacted. Failed cases are dropped and count against the field partner.
Weighting	Weighted to the latest census by age, sex, region and urban or rural. Weighted and unweighted counts both reported.
Margin of error	Calculated on the effective sample size after weighting, not the raw count.
Sign-off	The country expert signs the topline before release. Every dataset keeps an audit trail.

DATA PROTECTION AND ETHICS

- Consent is recorded with time, channel, privacy notice version and country.
- Age is checked at recruitment. Under-18s are excluded unless the client funds a full consent process.
- We do not collect ethnicity, religion or party affiliation unless an approved research need requires it and local law allows it.
- Every field partner signs our data protection and anti-fraud annex before award.
- We work under Nigeria's Data Protection Act (NDPA), the Kenya Data Protection Act 2019, Ghana's Data Protection Act 2012 (Act 843) and Uganda's Data Protection and Privacy Act 2019.
- Election poll publication rules, including Kenya's Publication of Electoral Opinion Polls Act 2012, are written into client contracts.

Contact

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