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03/07/2023

RE: Reference for Citizens Surveys

To whom it may concern,

I'm more than happy to write a reference for Citizen Surveys. I have been commissioning surveys since the early 1990s, and over that time, the field has been whittled down to a small number of agencies one would trust with developmental, political or similar fieldwork – and almost by definition (in my opinion) that removes all the big corporate market research agencies. I say this because of the care and attention you get from Citizen Surveys.

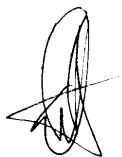
For example, we (Wits School of Governance) were example, we (Wits School of Governance) commissioned a survey of Johannesburg and Cape Town (commissioned by the University of Glasgow) – just as COVID-19 hit! To reach that stage, Citizen Surveys had to get through an exhaustive due diligence run by UoGlasgow, which was a project in its own right. But the sensitivity to both fieldworkers and respondents, the level of care in ensuring safety (at a time of genuine fear of viral infection) was outstanding, and ours was the first survey to come out of field during Covid (i.e. between lockdowns).

We then put Citizen Surveys through a tough set of exercises, since we had sampled the cities to investigate neighbourhoods – not an official category – and a long series of coding exercises followed, to get the data right. Ms Kapery's ability to reach out to UCT academics as well as sector experts as and when required is a key plus, as it was in this instance.

I have previously commissioned polling work (qualitative and quantitative) from Citizen Surveys, over many years. In every instance, the work has been completed with little fuss; budgets and agreements were adhere to; and the data were in good shape. (In that UoGlasgow job – which was replaced in 12 other cities in African and Asia) – the data from Citizen Surveys came in earliest, and was by some margin the cleanest dataset from the whole project.

I have no hesitation in recommending Citizen Surveys, and please feel free to contact me if you need to.

Yours sincerely,



Prof David Everatt
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