

LETTER OF RECOMMENDATION: CITIZEN SURVEYS

To South African Tourism,

It is my pleasure and privilege to write this letter of recommendation for Citizen Surveys.

I have worked with Citizen Surveys on two occasions – in 2016 and 2017 – to develop and implement two large-scale nationally representative surveys of the South African population. One survey had a sample size of 3200 respondents; the other had a sample size of 1500 respondents. I have recently secured a large grant that enables me to develop an entirely new survey in South Africa, where I will continue my collaboration with Citizen Surveys in 2023 and 2024.

My experience working with Citizens Surveys is extraordinarily positive. From the outset, Citizen Surveys – under the leadership of Washeelah Kapery – proved to be an extremely competent, professional, and engaging partner to work with. In all stages of my work with Citizen Surveys, they have shown high levels of capability and reliability in their work. Whether we talk about the sampling of respondents, designing the questionnaire, implementing field work, quality assurance, and data management – or any other aspect of the process of developing surveys – the work of Citizen Surveys is highly competent and professional, and results in surveys and data that live up to the highest possible international standards.

In addition to their impeccable professional standards, Washeelah Kapery and her team at Citizen Surveys offer a warm and welcoming working environment for their business partners. Citizen Surveys always engage actively with the purpose of the study and the perspective of their business partners, without compromising with the quality of the work they deliver.

Working with Citizen Surveys has truly been a pleasure. I can only give Citizen Survey my very best recommendations. If you have any further queries, please do not hesitate to contact me.

Kind regards
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