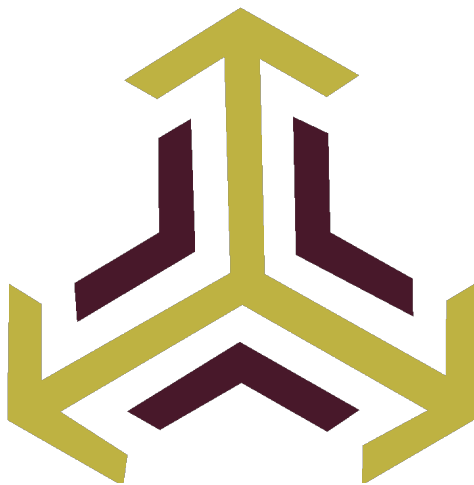


SNAP SURVEY

Sierra Leone Presidential Debate
– A Post Debate Survey



Think
Africa
Institute

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Summary

A snap survey over 36 hours to rate candidates' performance, during Sierra Leone's first presidential candidates debate hosted on February 15th at the Bintumani Hotel Conference Centre in Freetown.

This survey was launched 12 hours after the debate via WhatsApp (to Sierra Leone contacts) and Facebook App using Google Form as the tool.

A purposive, stratified random sample was used by the two key investigators using Sierra Leonean contacts on their WhatsApp contact list and reinforced with Facebook posts. We also deployed a limited number of enumerators in Bo, Kenema and Makeni to conduct face-to-face interviews (these were not segmented in the data). The survey expected 600 responses over the 36 hours and by close of the survey there were a total of 3,616 responses.

A total of 10 questions were administered, skipping personal and bio data information (to engage respondents in this first instance) generating a total of 20 data sets. Across board, the NGC, APC, and SLPP remained the top contenders.

Key issues coming from this survey were:

- 75% of the respondent said they would vote
- 29% of respondents do not have ID cards (consistent with other information)
- 73% of the respondents had registered to vote
- Employment, Peace and Security Health and Education, Social Welfare, Foreign Policy, Disability issues and Time Allocation were issues respondents wanted to be reflected in future elections.

We were limited by funds, hence this survey could not deploy to a richer sample, as we would have preferred. Attempts were made to intrude on data using bots, but these were quickly detected. However it led to a delay in reporting because of data cleaning which became necessary.

We conclude as a first time effort without the full financial resources, we had a lot of valuable lessons; these will be taken into consideration for the next survey due before the election.

We were able to reach both upper and lower level Sierra Leoneans and saw reaction from people wanting to know where to collect their ID cards or reconfirming why they would or would not vote. We see this as some of the contributions this exercise made to strengthen the democratic experiment in Sierra Leone.

About this Survey

On February 15th 2018, Sierra Leone held its first Presidential Candidates Debate with millions reported to have watched the live broadcast over radio, television and the internet via Facebook and on the AYV-TV website?

To feed into this unique opportunity, TAI developed a survey tool to at first only rate performance of the candidates and later, we added other indicators.

We have since shared infographs of the results though social media – particularly WhatsApp and Facebook.

Disclosure

This survey is own funded as a contribution to the Sierra Leonean democratic experiment. TAI has not been paid, hired and supported by any political party, their agents, NGOs or donors in the execution of this exercise.

We have as good faith showed the initial unprocessed data to various political parties before publication as a sign of transparency. We acknowledge that in that exercise of transparency, some parties have either showed interest in engaging our services based on the data they saw. As of the time of publishing this full report, we had not been retained or offered a contract by any of the interested parties.

Methodology

We used Google forms to deploy the questionnaire without restrictions, which means we did not collect information such as email, and did not limit how many times one could submit a response, IP address (though this was collected automatically by google).

The survey used purposive stratified random sampling method. We distributed the survey link to a combined list of 574 addresses from Sierra Leone or with Sierra Leone cell numbers in our Whatsapp contact list. We also shared the link on facebook to a limited audience who also were in the list of 640. We finally asked our list of standby enumerators to deploy in Bo, Kenema, Makeni and Freetown. We agreed for the survey to run for 36 hours (1.5 days) and expected a total of 670 responses over the period. The survey was deployed on Friday 16th before 11 am, C.E.T.

Within 4 hours we had exceeded the target and by end of day 1, we had over 1,500 respondents. During day 2, we had crossed into 2,000 respondents when we detected

abnormal activity on the front-end of the survey link. We immediately shutdown the system and discovered a signature “bby”. Later expert trace discovered “bby” is one of 3 bots released into the survey. We managed to clean the system and reinstated the survey. At the time of reporting 3,616 responses were recoded, having cleaned the bot fed and suspicious responses.

Limitation

This survey is **not** set to predict the March 7th election but to provide perspective to key issues voters want and how politicians and other actors can act on the information the data will generate for the last stretch of the campaign. It is also important to note that election results have hardly predicted election results in other geographies.

We are limited by resources to deploy far and wide in order to get a larger proportion of the population, but we believe the sample is representative in its entirety. Using WhatsApp and other social media tools may also have excluded potential respondents who were not on the social media platforms but what is important to note is that we have aggregated over 500 contacts in Sierra Leone based on our previous work and 100% of these contacts have worked with us using Google forms (and other Google Drive Suites tool) and or WhatsApp.

Our inability to limit respondents to one response may also colour some data, but we believe the disadvantage of having users log on would have reduced the level of participation we could muster in a voluntary poll.

We expect to roll out 2 more surveys and to win acceptance for future work, we intend to add questions about sex, age and other disaggregation indicators which we had initially removed in order to improve on response time and to engage respondents.

Results

12 key questions were posed and the results are shared below.

94% of respondents said they watched or listened to the live stream of the debate, while 6% said they did not watch.

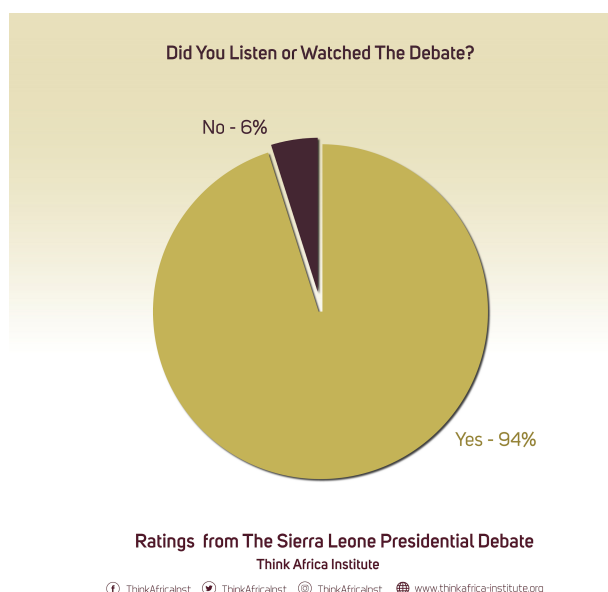
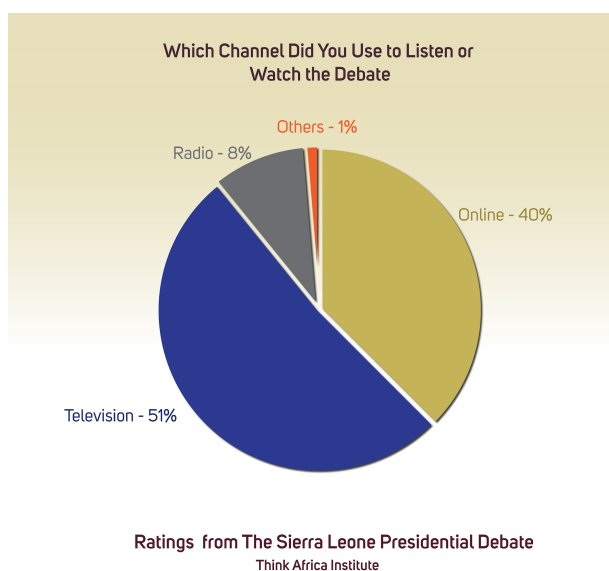


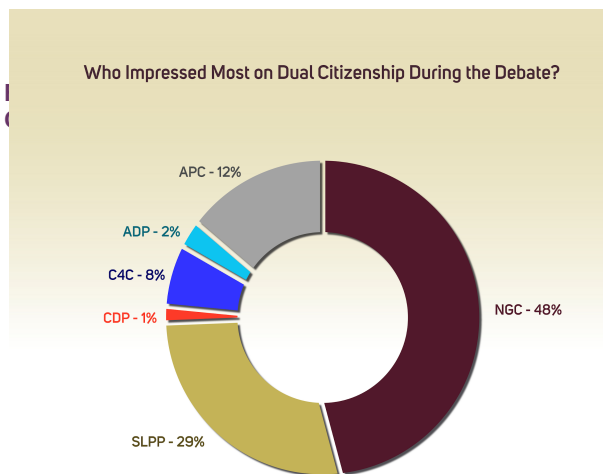
Figure SEQ Figure * ARABIC 1: Viewed or Listened to Debate



51% of respondents reported that they watched the debate via television while 40% said they watch online with 8% listening over radio and 1% participated via other sources. See figure 2.

Figure SEQ Figure * ARABIC 2: Viewing or Listening Channel

On the question of dual citizenship, 48% of respondents said the NGC candidate impressed most on their response while the SLPP candidate scored the next highest point with 29%. The APC candidate scored 12% with C4C candidate gaining 8%, ADP 1% and CDP 1%.

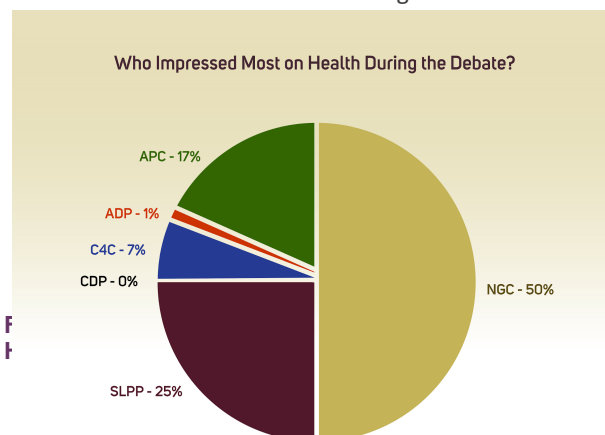


Ratings from The Sierra Leone Presidential Debate

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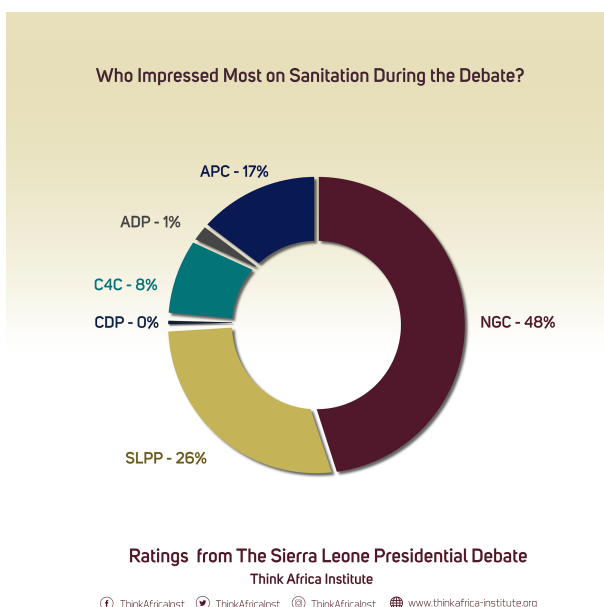
The NGC-Party candidate had 50% of responses on its statements on health during the debate with the SLPP gaining 25%, APC-Party 17%, C4C-Party 7%, ADP 1% and CDP 0%.



See figure 4.

Ratings from The Sierra Leone Presidential Debate

Think Africa Institute

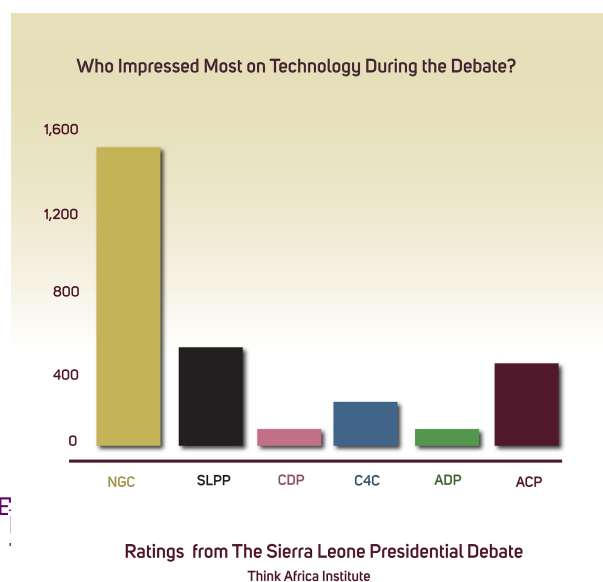


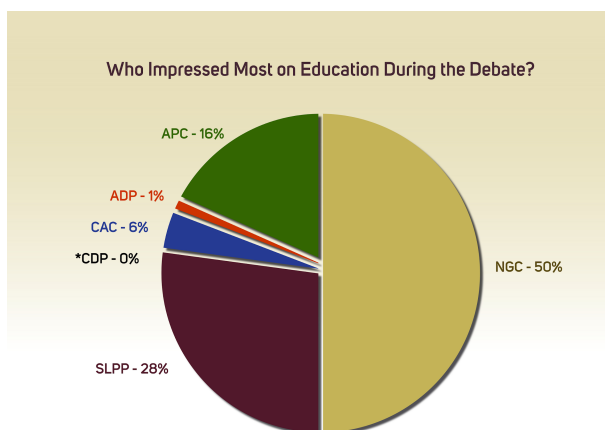
On the candidates performance regarding Sanitation, the CDP was 0%, ADP 1%, C4C-Party 8%, APC-Party 17%, the SLPP 26% and the NGC-Party 48%

On technology, the parties were rated thus:

NGC	1559	58%
SLPP	481	18%
CDP	19	1%
C4C	196	7%
ADP	12	1%
APC	413	15%

A total respondent to this question was 2,650.





On the candidates performance regarding Education, the CDP was 0%, ADP 1%, C4C-Party 6%, APC-Party 16%, the SLPP 28% and the NGC-Party 50%.

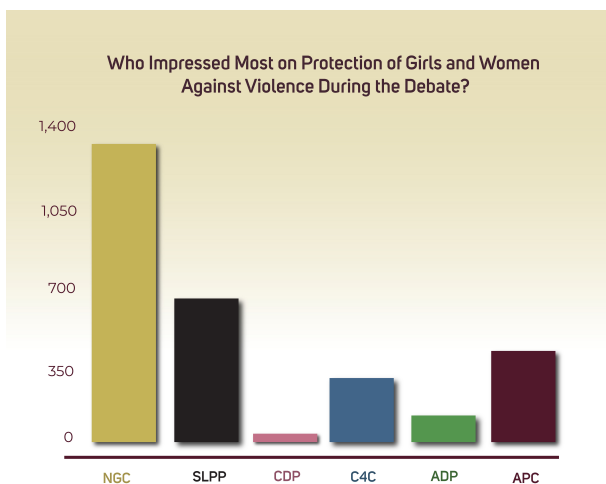
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Figure 7: Response on Education

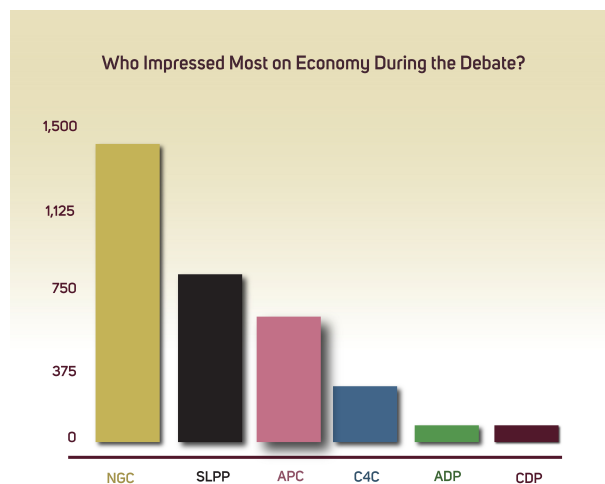
Figure 8: Response on Protection of Women and Girls and Economy



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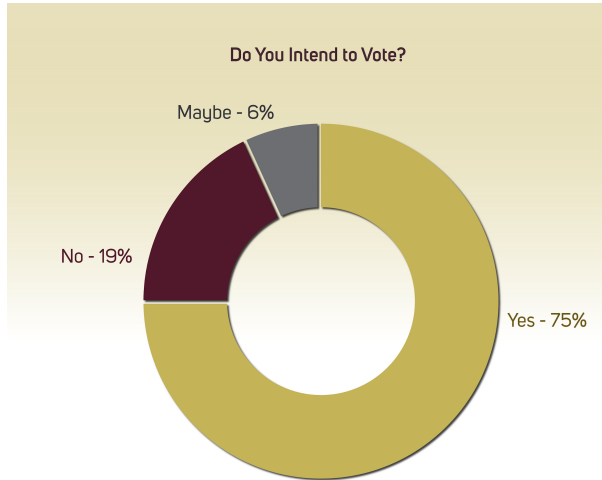


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Figure 8 shows respondents response to which candidate/party they were impressed with on their response/policy on the protection of girls and women against violence and the economy.

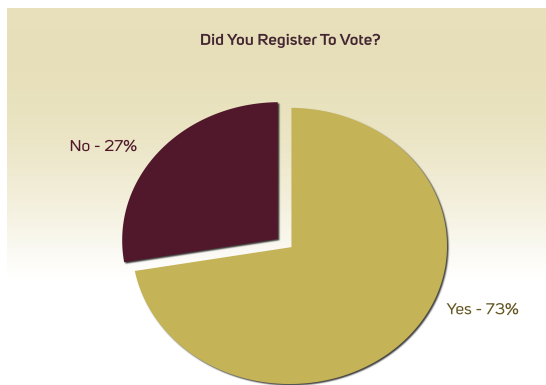


75% of the respondents said they intend to vote while 6% and 19% said they were not going to vote.

Figure 9: Response on Intention to Vote

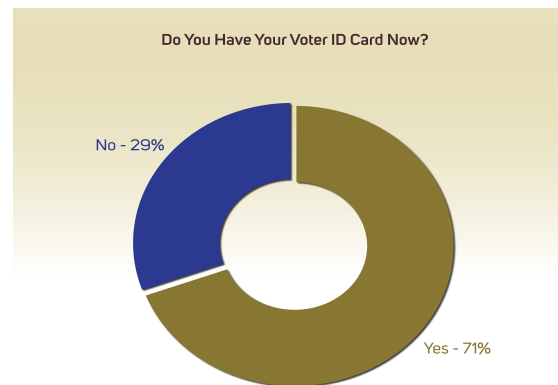
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Figure 10: Response to Registration and ID Card

Of the 3,044 respondents to this question, 73% said they have registered to vote with 27% responding no, while 71% said they have their voter ID cards on hand while 29% do not have their IDs.

As preferred candidates for Presidency, ADP's Mansaray had 1%, C4C's Sam-Sumana accumulating 4%, with APC's Samura Kamara gaining 26% and SLPP's Maada Bio scoring 30 while GC's Yumkella had 39% of the 3,099 reactions to this question. CDP's Tarawally did not represent as he attracted only 3 respondents.

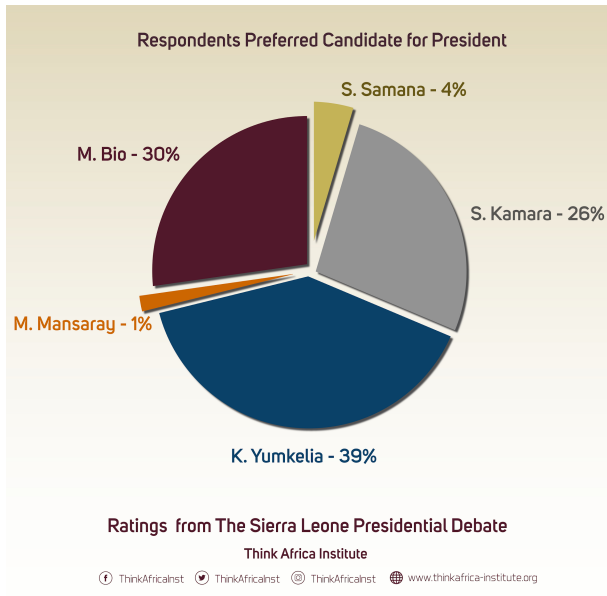


Figure 11: Response to Preferred Candidate for President

When asked what 3 **Most** pressing things candidates should focus on during their first 100 days should they win the election, the following came up.

Education (78.4%), Health (65.7%) and the Economy (62.4%) were the three top priority issues. See figure 12 below.

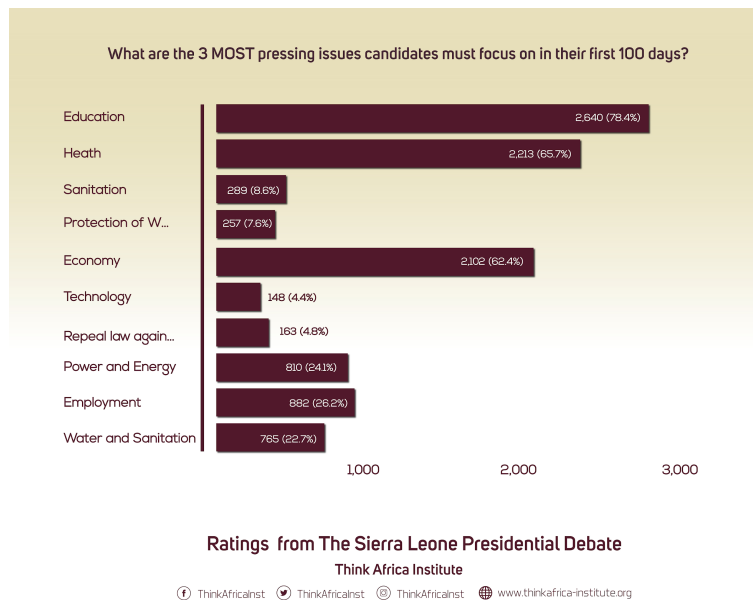
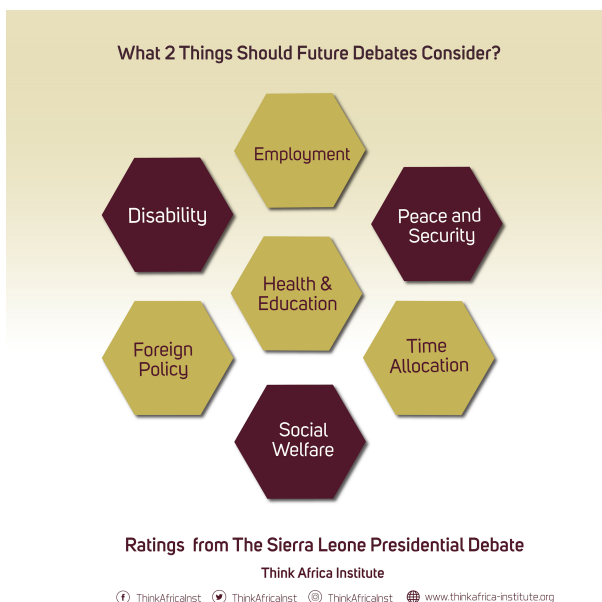


Figure 12: Response on Pressing Issues for first 100-Days



Of 1,411 responses, Employment, Peace and Security Health and Education, Social Welfare, Foreign Policy, Disability issues and Time Allocation were issues respondents wanted reflected in future presidential debates.

Figure 13: Response to future Debate Considerations

Discussion

This survey is NOT to predict the outcome of the next elections but to contribute to knowledge creation around the election and give an insight into what potential voters were thinking and how candidates could leverage that knowledge to better engage the population.

This session going forward is discussed under the above premise – adding value, creating engagement and generating knowledge.

Spread and Representation

We are conscious of the limitation of this survey and hence our ability to generalise. However, given that 51% of the respondents (3,251) watch via the AYV broadcast and acknowledging Internet constraints in Sierra Leone, we can postulate that these were the local people that took part in the survey. Radio accounted for 8% of the channel used to subscribe to the debate. This brings to 59% of the total number that **could have been resident Sierra Leoneans** who participated with an error margin of +/-7%. In addition, the local ISP count from IP addresses amounted to 23% of the responses. Foreign-based IP addresses, which might have been Sierra Leoneans living abroad or outright foreigners, amounted to 21% of responses. We have made allowances for double counting and we generalise that at least 71% of responses were **local residents in Sierra Leone**.

Key Outcomes

It is significant to note:

1. Our data corroborated the fact that a significant amount of Voter ID cards have not been collected. In some cases, it is reported more than 500,000 while the most recent announcement by the National Electoral Commission mentioned 164, 722 uncollected cards. See Appendix 1 for details.
2. The survey also showed voter education needed to be intensified. Appendix 3 shows WhatsApp screen grabs of respondents asking for help about how to redeem ID cards after the initial results were released.
3. This process invigorated the elections, for the first time; there was some data that was made public, not funded by donors or political parties that sought to bring issues to the table for discussion. It also documented a few issues that could form a baseline for whoever forms the next government of Sierra Leone.
4. We involved as many political actors as we could prior to releasing the results publicly, further building confidence and transparency in the process.

Conclusion

This survey is a first of its kind, directly taking data from people in order to set the political agenda and get politicians and parties to put issues on the discussion table and to also bring to their attention what voters want to hear them say.

We acknowledge the changes in spread and reach of the deployment and realise what effect it has on the data. However, this fact, in itself, does not take away the worth of the issues that were put on in the public through this survey; for instance the limited time, the absence of a strong foreign policy content among others. It also highlighted the importance to voters the issues of education, health, economy and employment among others.

We realise also the value of the work we have taken on when external actors tried to intrude on our data, further emphasising the importance of cyber security in this and future processes. We will also be collecting data on location, age and other qualifying indicators.

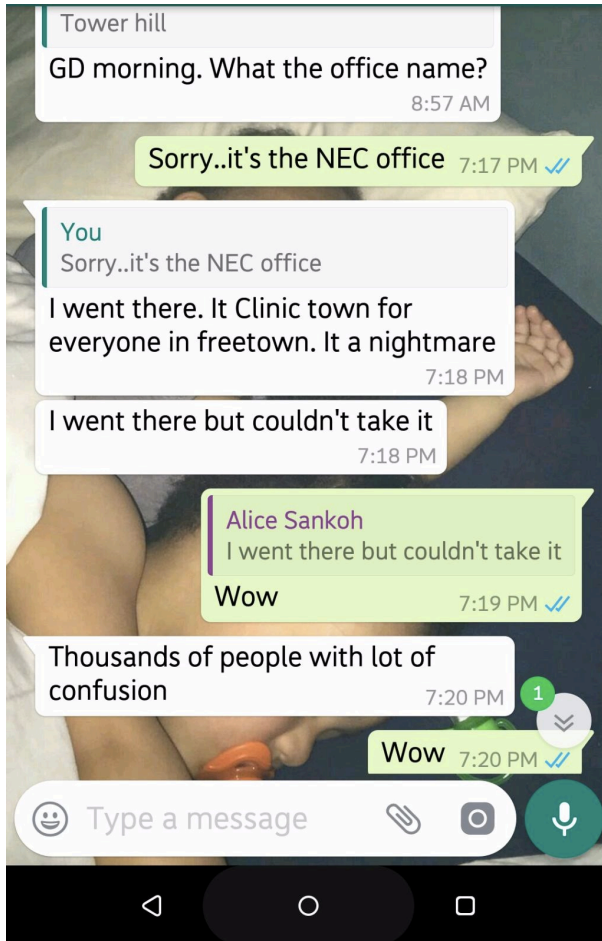
We thank the media in Sierra Leone for taking interest in the survey and offering the opportunity for us to highlight even further our findings.

Appendices

Appendix 1

NATIONAL ELECTORAL COMMISSION				
DISTRIBUTION OF VOTER ID CARDS AS AT 20TH FEBRUARY 2018				
Region	District	Total No. of Voter Cards	Total No. of Cards Distributed	Total No. of Uncollected Cards
EAST	Kailahun	165,753	158,972	6,781
	Kenema	280,141	268,877	11,264
	Kono	186,095	174,629	11,466
	Sub. Total	631,989	602,478	29,511
NORTH	Bombali	187,664	178,003	9,661
	Palaba	65,761	61,475	4,286
	Koinadugu	84,293	79,351	4,942
	Tonkolili	204,231	200,731	3,500
	Sub. Total	541,949	519,560	22,389
NORTH WEST	Karene	101,160	96,020	5,140
	Kambia	155,484	144,824	10,660
	Port Loko	233,962	218,882	15,080
	Sub. Total	490,606	459,726	30,880
SOUTH	Bo	284,348	271,746	12,602
	Bonthe	92,183	88,883	3,300
	Moyamba	147,041	140,551	6,490
	Pujehun	101,250	95,535	5,715
	Sub. Total	624,822	596,709	28,113
WESTERN AREA	Western Rural	282,358	262,277	20,081
	Western Urban	606,939	573,191	33,748
	Sub. Total	889,297	835,468	53,829
Grand Total		3,178,663	3,013,941	164,722

Appendix 2



About Think Africa Institute

Think Africa Institute [TAI] is a consulting firm and think tank incorporated in the Netherlands in September 2017.

We are a product of ACIPP Consulting, itself a production ACIPP West Africa. After 4 years working in Sierra Leone and other West African countries, ACIPP Consulting is transiting to TAI and as a for-profit business.

TAI is guided by a three-prong philosophy;

1. Knowledge is created: We believe knowledge is created and every service we offer MUST create knowledge
2. Knowledge is shared: We believe KNOWLEDGE must be shared. Our service MUST lead to that.
3. Knowledge can be shed: We believe knowledge can be “Shed” – that old and unusable knowledge is left behind after our service.

Management

Our Board members

Simon Tsike-Sossah, Think Africa Institute’s Founder and Managing Director. He has more than 15 years of experience working in international development sector and is a certified “Civilian Peace Consultant” from the Academy for Conflict Transformation in Bonn, Germany. He has facilitated trainings for countless iNGOs, civil society organizations and government aid agencies such as UNEP, Oxfam, Action Aid, IRN Sierra Leone. And has consulted for the Open Society Initiative, West Africa Civil Society Institute, ECOWAS and the West African Civil Society Forum among others.

Annemieke Tsike-Sossah is board member of Think Africa Institute’s parent holding, **Sweet Jollof Group** and supports the organization on administrative and legal tasks. Her background is in international law and after gaining work and life experience through jobs in South Africa and Ghana; she’s been increasing her knowledge on financial, developmental and humanitarian issues since starting with a Dutch-based philanthropy that’s linked to a large brand.

Our senior associates

Ariane Cartwright, Brazil, is a Certified Fundraising Executive with over nine years in the international development sector. She works tirelessly with organizations to help them systematize and innovate their fundraising and communications programs, integrating new approaches while building the foundations they need to succeed. Ariane has created donor databases from scratch, she has created documentary films and acted as a media spokesperson and raised millions of dollars for non-profits through grants, major gifts, special events and monthly donor programs.

Olufela Adeyemi, Sierra Leone/Nigeria, is a performance and change management expert with proven top leadership experience in post-conflict and fragile settings through critical experience in human capital management, performance management, and capacity building. Olufela has extensive knowledge of and experience with the key issues and actors in the sub-region's public, private and international cooperation sector, having been involved in high level analysis and program management in the health, education, finance, security, judicial and correctional systems. Olufela is currently the Executive Director at Ascendant & Company Ltd, a key judicial and rule of law consulting and research, organisational development, consulting and diversified outsourcing service.

Marricke Kofi Gana, UK/Ghana, a Senior Finance Manager – Grants, Donors & Development Projects with 13+ years' experience covering donor funds/grants management, auditing, accounting, diplomacy, financial management, bilateral and multilateral operations, overseas operations, internal controls, due diligence, risk management and training. Marricke brings strong financial management and programme technical expertise on top of a rich set of problem solving skills to international development roles.

Dr. Marshall William Conley (PHD), Canada, has conducted training in a variety of venues from Africa (The Gambia, Egypt, Ghana, Kenya, Libya, Namibia, Rwanda), Europe (Bosnia-Herzegovina, Croatia, Paris, San Remo Italy, Serbia, Slovenia, United Kingdom), Asia (Japan, South Korea) and North America (Mexico, Washington, Hawaii, Illinois, Baltimore, Alberta, Ottawa, Nova Scotia) on subjects ranging from rebuilding war-torn

societies, disarmament demobilization and reintegration, early warning, democratic development and governance, rule of law, pre-deployment training, training of trainers, citizenship development, human rights reporting and teaching, to ethical and rights issues on the human genome. Dr. Conley has also consulted widely for the UN, EU, AU, ECOWAS, The Kofi Anna Peacekeeping Training Centre (KAIPTC) in Accra among others.

Our junior associates

Ewoku Andrew is an accomplished communicator/trainer and mentor with over 15 years' experience in Sub-Saharan Africa. He has a strong background in communications, advocacy, media production and journalism. Andrew has trained and mentored journalists with little or no prior journalistic experience in resource poor and humanitarian context, improving their skills in human rights, democracy and governance reporting. He has also served in communications, media and information capacities with various international development organizations.

Vivian Amanquah is a Ghanaian Phd Student (Strategic Management) with the University of Nairobi, Kenya and is a Consultant in Strategic Business Management and M&E by profession. Vivian is a fellow of the International Programme for Development Evaluation Training (IPDET) – Carleton University & World Bank, Ottawa – Canada and a trained Multi-Stakeholder Processes (MSP) and Social Learning Facilitator from the Wageningen University Centre for Development Innovation (CDI) in The Netherlands. She has a passion for the promotion of women's human rights and volunteers with the Innovative Gender Foundation (IGF), a Ghanaian NGO in the advancement of women's rights in Africa, together with a team of other dedicated young African women. She also serves as a board member for the Dignity International Africa Network and is a member of the UK Gender and Development Network (UK GADN), the International Development Evaluation Association (IDEAS) and the International Organization for Collaborative Outcome Management in South Asia (IOCOMSA)."

See more at: <http://www.thinkafrica-institute.org/our-team/>

Our range of services is summarised below:



