Hello Theresia,

I am Kenneth Mwandingi at Ergo Analytics, a new data science startup that is striving to invigorate Namibia’s relationship with data and data driven decision-making.

So as discussed yesterday on the phone; we are planning on running an online poll every two weeks or so from now on till the elections to help gauge public sentiment on political issues in the country.

The Internet provides an alternative way to reach people and survey their opinions. However, it requires a different technique, just as the telephone required a different approach than the door-to-door surveys that pollsters started using generations ago in other countries. Since Namibia is a relatively online populace, we hope to reach a large number of people to be able to deal with the non-randomized and non-probability issues that will arise.

Online, there is no way to randomly reach people. Instead, what we will try to do is contact a large cross-section of the population, then winnow the sample to match known demographic measures, such as age, race, gender and education.

We will handle to the data analysis and visuals and possibly provide a write-up on the interpretations if you will allow us the space. What we would like from The Namibian is to help push the survey on your platforms when it is ready to ensure it reaches an as large number of people as possible.

Let me know at your earliest convenience if this is something the newspaper will be interested in and we will send more details.

We look forward to a successful working relationship in the future.

Kenneth