

CORPORATE CAPABILITIES: INTERNATIONAL DEVELOPMENT

Charney Research helps development organizations devise strategies, evaluate programs, and manage conflicts through public opinion research in emerging markets. This includes polls, focus groups, and in-depth interviews, either in-person, by phone, online, or via social media. We've been around 16 years. Our specialty is research in developing countries and we have worked in over 45, from fast-growing China to crisis countries like Iraq and Afghanistan and frontier markets in Africa or Southeast Asia.

Many of the world's most exacting clients rely on us for high-quality data, solid findings, and practical recommendations. They include USAID, the World Bank, the Asia Foundation, UNDP, and the Council on Foreign Relations, International Peace Institute, Center for International Private Enterprise, Voice of America, and others. They know we can deliver on complex projects in the most demanding settings, from war zones to board rooms, from shanty towns to the White House.

Our principal, Dr. Craig Charney, has two decades' experience in polling around the developing world. He is a leading figure in development evaluation. Before founding the firm, he was a central figure on the polling teams of Nelson Mandela in South Africa's 1994 election and Bill Clinton in the US in 1996. He holds a PhD in comparative politics from Yale and master's degrees in the sociology of development from the Sorbonne and African politics from Oxford. He has spoken on public opinion in developing countries at leading forums and the highest levels of government in the U.S. and abroad.

You will work with our global network of senior pollsters, all with 10+ years of developing-world experience. This network, running from Chicago, New York, and Washington to Europe, the Middle East, and Asia, lets us handle all sized projects, even multi-country studies, while giving you the close attention of a specialist firm. We are good listeners and we will understand your specific needs. Because we are development specialists, you will be confident of winning more jobs, running more successful projects, and fewer headaches during evaluations.

Key Capabilities

- Public opinion research throughout the developing world, in countries from China, Chile, South Africa, and Georgia to Afghanistan, Pakistan, Yemen, and Liberia.
- Studies across all major development fields, including economic growth, agriculture, democracy and governance, environment and resources, health, stability, gender, anti-corruption, and media.
- Program planning research, such as needs assessments, baseline surveys, program targeting, and communications strategy formulation.
- Innovative performance assessments and impact evaluations for hard-to-measure factors like governance, service delivery, and security.
- Capacity building for polling organizations in places where local resources are lacking or weak to do research and train users in using public opinion research.
- Rapid response approaches to polling in urgent situations.

Major Achievements and Successes

- Economic Growth: In 2011 Charney Research polled formal and informal business in Iraq's major cities on the business environment, training needs, and organization and advocacy.
- Agriculture: We conducted focus groups with Romanian farmers to explore views of and barriers to implementation of new, market based seed and input supply systems.
- Democracy and Governance: In 2004, Charney did the first national opinion poll ever in Afghanistan to create a comprehensive and ultimately successful voter education plan for its first election.
- Environment and Natural Resources: In South Africa's Gauteng Province, Charney used focus groups among black and white residents to develop strategies to promote water conservation and cost recovery schemes based on means-tested sliding fee scales.
- Health Care: Through national polling and in-depth interviews in Poland, Charney assembled a comprehensive study of health care system access and usage, as well as communications strategies to build support to reform the beleaguered system.
- Stabilization: In Palestine and Lebanon, Charney used focus groups and national polls to test attitudes to conflict resolution and management approaches and find strategies to promote them.
- Rapid Response: Within three weeks of Hosni Mubarak's fall, we completed a poll to assess the public mood in Egypt. Due to the uncertain situation there, we used a Saudi Arabian phone bank.
- Anti-Corruption: We have tracked the frequency, amount, and destination of bribes paid by the public and business in Afghanistan – and ten other countries.
- Gender: In Indonesia, we showed the need for spots to encourage women's political participation in the first democratic election – and proved their impact in a subsequent evaluation.

Our work has been acclaimed by experts in the field.

“Charney Research can gather accurate data in very challenging environments and provide a considered, solid analysis of what it means and its strategic implications. We would strongly recommend Charney research to those looking to commission research in countries facing issues of internal conflict, political change, and stability”

- Terje Roed-Larsen, President, International Peace Institute, Former UN Special Representative for Middle East Peace

“In the past, designing and measuring the actual impact of democracy programs has been hit or miss. Charney research is in the forefront of a new effort to use survey research to improve democracy programming, and can wholeheartedly recommend their services to anyone working in the field.”

- Timothy Meisburger, Election Programs Manager, The Asia Foundation

“USAID/OTI hired Charney research to design and implement a survey in FATA on governance issues. Throughout the process, Charney's technical expertise was evident. Their thorough survey design made sophisticated adjustments for inaccessible areas and ensured a random sampling methodology. Charney hired the right staff for the project. For those on the OTI side with less background in surveys, their guidance was critical and understandable.”

- Ethan Arnheim, Field Program Manager, USAID/OTI Pakistan