



# The Pulse of Africa

**How  
Africans  
View**

*Their Lives  
Their Countries  
Their Continent  
Their Future  
The World*

***“Africa is the cradle of world civilisation”***

*Tanzanian*

**August 2004**



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# Pulse of Africa



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# PULSE OF AFRICA

## The View From Africa

BBC World Service gains its biggest audience in Africa. Every week around 70m people tune into one of the services targeted at Africa. In order to understand better the context in which BBC programmes are being listened to the BBC commissioned a life-style and attitude survey covering 10 countries from East to West Africa – the first ever carried out on the continent.

The countries surveyed were Kenya, Tanzania, Malawi, Rwanda, Zambia, Mozambique, Ghana, Nigeria, Cameroon, and Ivory Coast. Those interviewed lived in urban areas and were representative of people in those areas.

The survey's purpose was to get a better understanding of how Africans see themselves, their neighbours and the rest of the world.

Through this lens, a story emerges that throws a new light on the similarities and differences between countries on a number of critical issues.

### **How Africans see themselves is at odds with how the rest of the world sees Africa.**

While the rest of the world might view Africa as a continent plagued by civil wars and official corruption, and individual countries as bankrupt states with starving populations ravaged by HIV/Aids - the Africans surveyed see themselves quite differently.

Africans are generally positive about their lives, and they are proud to be African. Pan Africanism with a strong local flavour dominates the way people see themselves, other countries and the world.

However, poverty and the slowness of governments in tackling its causes draws sharp criticism. Clearly the lack of full time paid work is a major challenge for all the countries surveyed. This is hardly surprising when only 1 in 5 have full time jobs.

Africa emerges as deeply religious and strongly family centred, yet a continent in which attitudes towards traditional roles are changing and at times appear to be contradictory.

Radio continues to be the most used information source for people and indeed dominates their leisure time activities.

A special aspect of this research was to look for any differences between Muslims and non-Muslims. On many social and economic issues there are more similarities than differences. However, when it comes to world views, Muslims are much more likely to be sharply critical of the US and Tony Blair and George W Bush. Clearly the situation in Iraq and the feeling of a faith under siege has thrown a long shadow stretching from the Tigris to the Zambezi.

The survey interviewed more than 7,500 people in 10 countries

21% of those interviewed were Muslims: Nigeria (51%) Tanzania (39%) Ghana (32%), Ivory Coast (28%) Mozambique (16%) Kenya (13%)

750 interviews were conducted in each country. In some of the countries booster samples augmented the main sample

The interviews were conducted in the main urban areas in each country

Samples were randomly selected in each of the urban areas

Fieldwork was conducted during April and May 2004 and coordinated by the research agency based in Africa - Markinor



# PULSE OF AFRICA

## African Landscape – Our Image

Images of Africa and various African countries abound. But how do Africans believe others see them? The results varied between countries and across the continent, providing an intriguing insight into Africans image of Africa.

People were asked how those living outside Africa would describe their country – what makes them unique in terms of the way in which they behave and think. People could use as many words as they wished.

Most Africans believe that their people and countries are perceived as peaceful, polite and kind, rich in natural resources, hard working and places that can be looked up to. On the negative side, there is acknowledgement of perceptions that African countries are poor, corrupt/dishonest, affected by diseases such as HIV/Aids and that there have been problems on the continent such as wars and genocide.

**Peaceful:** In five countries *peaceful* scored strongly: Malawi (69%) Ghana (67%) Tanzania (64%) Zambia (52%) Cameroon (51%) and Kenya (43%) whereas in others Nigeria (11%), Ivory Coast (10%) Rwanda (26%) and Mozambique (29%) the word was used by far fewer to describe themselves.

**Friendly:** Ghana (59%) , Cameroon (35%) and Ivory Coast(32%) highly rated themselves as friendly. Nearly a quarter of Tanzanians and Ivorian said they would be described as ***laid back*** compared with just 5% of Ghanaians and 3% from Rwanda.

**Unfriendly:** was more likely to be attached to three countries: Ivory Coast, Malawi and Nigeria

**Polite/sociable:** only 10% of Nigerians thought that their country would be described as polite/sociable whereas 59% in Ghana, 32% in Zambia and 22% in Tanzania and Malawi saw themselves in this way.

**Hardworking:** nearly 4 in 10 Nigerians believed others saw them as hardworking, yet nearly 6 in 10 believed they were seen as ***corrupt and dishonest***. 44% of Cameroonians also attached this description to themselves.

**Genocide and war** were used by Rwandans(30%) and Ivorians(45%) to describe their countries, no doubt due to the memory of recent events in those countries.

**Poor/third world :** The two countries where poor/third world were most often used were Mozambique and Tanzania where just under half used this description.

“A Kenyan hates quarrels and is a peaceful person”

“Ghanaians are industrious, hardworking. They are confident and bold”

“People from the Ivory Coast are lazy, joyful and hospitable”

“Nigerians are corrupt and greedy. They are tribalist – they are not united. There is a lot of discrimination”

“A Mozambican is honest or dishonest depending on who he is dealing with”

“Tanzanians are peaceful people. They don’t like wars. Patient people”

“A typical Zambian is one who enjoys drinking beer most of the time and they are very peaceful”



# PULSE OF AFRICA

## African Landscape – Global Contribution

Africans are very conscious of the richness of their continent as a source of raw materials and proud of their contribution to world peace and intellectual development. In every country raw materials and minerals were among the top 3 mentions in listing Africa's biggest contribution to the world. Those items specifically mentioned were gold, diamonds, cocoa, coffee, food, oil and labour.

Across Africa 17% mentioned raw materials - this ranged from 42% in Ivory Coast and Ghana to under 1% in Malawi. Interestingly, just 20% of Nigerians mentioned this – although a quarter of Nigerians mentioned oil.

Some East Africans were less inclined to mention raw materials, only 5% in Kenya, although nearly 20% of Tanzanians listed it. Ghanaians and Ivorians are very aware of Africa as a source of gold, with 43% of the former mentioning it and nearly 17% of the latter.

Despite its past prominence among Zambian exports, tobacco was mentioned by less than 1% of the population.

West Africans were more likely to mention labour than East Africans. 15% of Nigerians and 18% of Ivorians highlighted this as Africa's greatest contribution compared to just 2% of Kenyans and 4% of Tanzanians. However, nearly 10% of those living in Mozambique mentioned cheap labour compared to less than 1% of those living in East African countries.

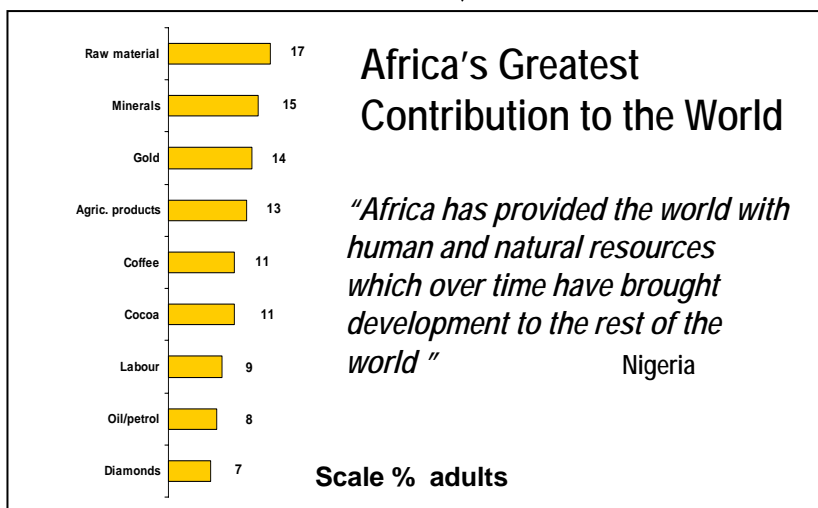
The top mention among Mozambicans was slavery with 16%. This was hardly mentioned at all in the rest of Africa. No doubt this reflects the historic potency of slavery as an issue in Mozambique that continues to be part of the national consciousness over 150 years since its formal abolition by the Portuguese.

Nearly 4 in 10 Tanzanians believe that Africa's greatest contribution has been fighting for peace world-wide. In West Africa this was only mentioned by around 5% in Nigeria and less than 1% in Ghana.

Africans were also proud of producing people that are world figures – a cultural export. Nelson Mandela and Kofi Annan were widely mentioned as great people respected by the rest of the world.

"Africa has produced great people like Kofi Annan and Nelson Mandela"

"It provides peace-keeping soldiers to the United Nations. It has also produced intellectuals like doctors and engineers"



"Africa has produced food for the world. A lot of food is produced in Africa."

"We have natural resources like minerals, and forests where herbalists find plants that are used to treat different diseases."



# PULSE OF AFRICA

## African Landscape - On Being African

There is evidence of a strong feeling of 'Africanness' and a pride in being an African.

There is patriotism towards one's country and the continent.

Ethnic origins, country and 'Africanness' combine to produce a strong sense of identity in which disappointment at one's own government's shortcomings can be balanced against an admiration for the continent's positive legacy to the world.

In nearly every country at least 9 in 10 are **proud to be African** - with virtually everyone agreeing with this view in Ghana, Ivory Coast, Rwanda and Kenya.

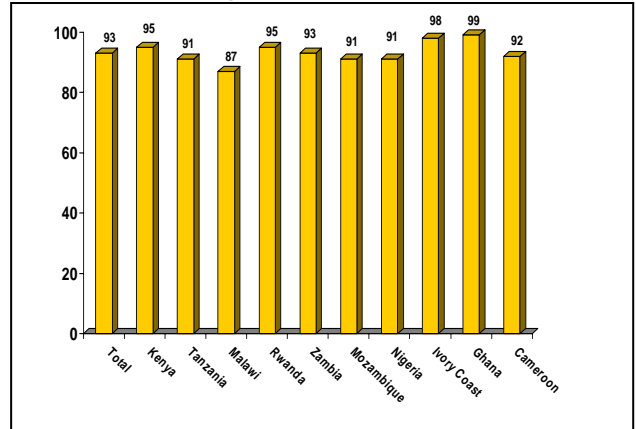
Similar scores were found for loyalty to one's country. Only in Mozambique did patriotism drop below 80%.

Most African's feelings are equally strong for their country and their ethnic/tribal group. Although in all countries at least 7 in 10 thought that ethnic ties and traditions had weakened over time.

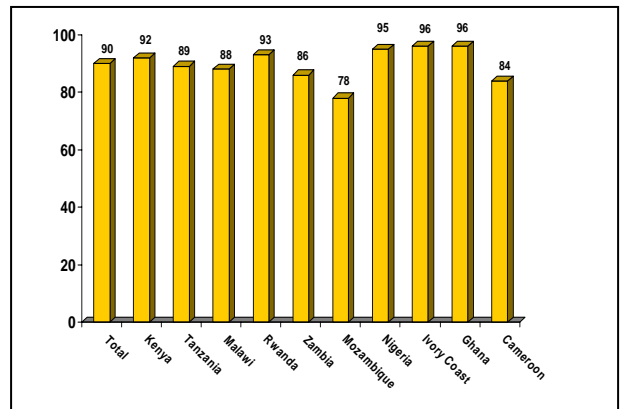
There is a strong desire to preserve one's tribal ethnic traditions with 78% in Kenya to 95% in Malawi supporting this view.

**Giving land back to the people** is strongly supported across Africa. Only in Mozambique does this drop to 6 in 10 of the population elsewhere as many as 9 in 10 support this approach to land reform. Similar proportions believe that **the land of our ancestors belong to us**. This is particularly strongly felt in West Africa where it is supported by 9 in 10 Ghanaians and Ivorians. Only in Rwanda does this drop to 55%.

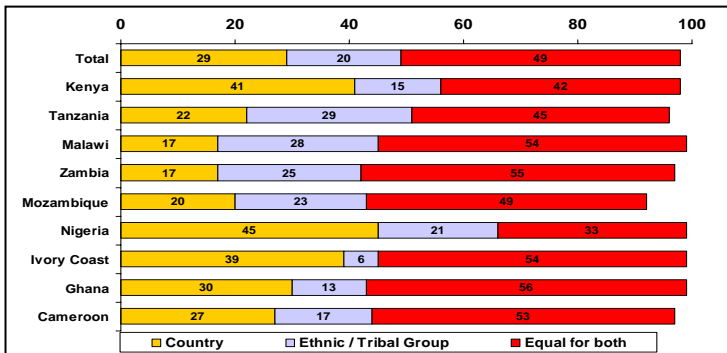
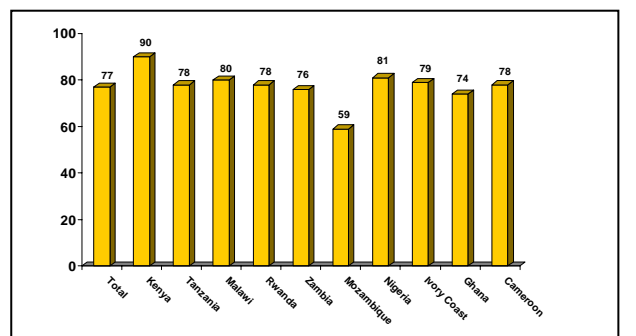
I am proud to be African



I am very loyal to my country



It is right to give land back to the people



My feelings are strongest for country, tribal group, equal for both



# PULSE OF AFRICA

## African Landscape - Our Big Problems

Poverty is regarded by nearly a quarter of Africans as the continent's most important problem. This was chosen by between 20-28% of people in each country.

This is significantly ahead of other concerns mentioned. In most countries HIV/Aids came second and unemployment a close third, followed by illiteracy and corruption/nepotism.

Political conflict, diseases, environmental destruction and war also score relatively highly as big African problems. In fact, the environment is rated on a par with corruption and illiteracy among the top issues.

There were some significant differences between countries in the problems people chose.

Following around 10 points behind concern about poverty was HIV/Aids. This ranged from 22% of Rwandans listing it among their top problems, to just 5% of Nigerians.

### Top 5 Most Important African Problems

- Poverty
- HIV/Aids
- Unemployment
- Illiteracy
- Corruption/nepotism

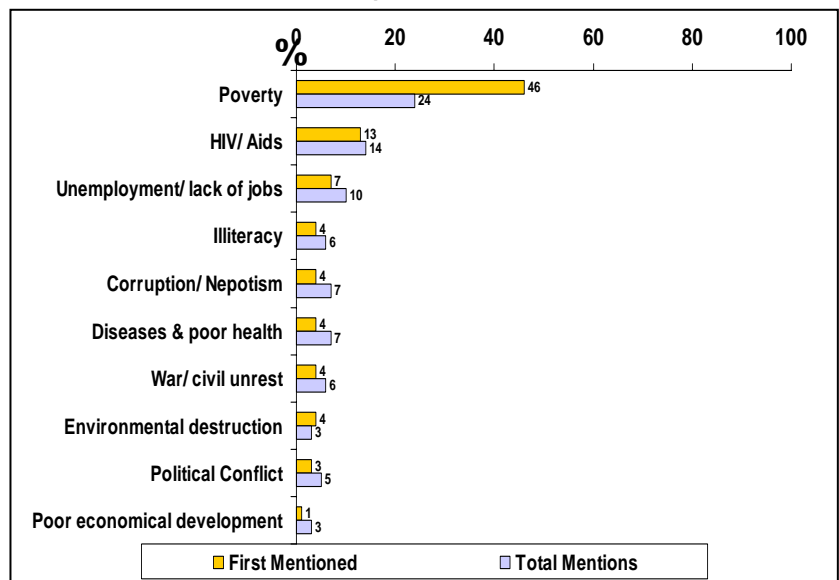
Unemployment was rated a more important issue among Nigerians than HIV/Aids with 14% mentioning it. Only in Tanzania and Ivory Coast did unemployment drop to single digits – 6%.

Illiteracy scored highest in Ghana (13%) and lowest in Cameroon (3%).

Corruption and nepotism continue to be in the top 5 problems mentioned by those surveyed. This was particularly prominent as an issue in Cameroon (10%). The percentage of people that rated it was similar in most of the other African countries (4-9%).

Crime, a major concern in many Western countries, does not particularly score as a major problem in most Africans' lives relative to the other issues they face. Fewer than 2% thought it was among the top problems facing Africa. However, most did not think that their governments were tackling this problem at all well.

Most Important African Problems







# PULSE OF AFRICA

## African Landscape –Muslim /Non-Muslim Comparisons

There appear to be marked differences in **attitudes and lifestyle** between Muslims and non-Muslims. Muslims as a group, tend to have less education and have larger households. They tend to be less **confident in the country**, and in the government of the country, and more are inclined to believe that they are worse off now than they were a year ago.

Muslims, more than non-Muslims, wish that **traditional gender** roles will be conserved, and believe to a greater extent than non-Muslims that their countries are being influenced by the west, and that their ethnic/tribal traditions have weakened over time.

There is common agreement between Muslims and non-Muslims that **poverty and HIV/AIDS** are the scourge of Africa, but Muslims are more conscious of the problem of political conflict. Muslims also feel that not enough progress has been made in uniting all citizens, fighting corruption and controlling the influx of refugees/illegal immigrants.

It would appear that non-Muslims relate more strongly to the **incumbent leaders in their countries** than Muslims, and that many Muslims would prefer people other than their own president to represent their country. The indication that Muslims have less of a bond with the country's leader than non-Muslims could explain to some extent why they are less confident in the country than non-Muslims.

Top-of-mind **aspirational** issues with the strongest attraction for non-Muslims were to get a well/better paid job and more training and education. Muslims on the other hand wanted most to go on a pilgrimage, but also to improve their position in business. For all mentions combined, starting one's own business and getting one's own place/house also emerged as particularly important – especially for the non-Muslims. For the Muslims, going on a pilgrimage was of paramount importance with almost half the sample (45%) mentioning this as a goal.

The **countries out of Africa** that were most popular for Muslims and non-Muslims alike, in terms of where people would like to live, were the United States of America and the United Kingdom/England despite the distrust shown especially by the Muslims. Other popular countries were South Africa and France.

For the Muslims, Saudi Arabia was also a strong contender and in this group it had an edge on the United States of America.

In common with non-Muslims, Muslims **admired people** such as Nelson Mandela, Kofi Annan and Thabo Mbeki the most. Differences between the two groups were the marked dislike for George Bush and Tony Blair evident among Muslims, and the moderate approval of Osama Bin Laden among Muslims compared to the strong dislike of the man among non-Muslims. Muslims are much more critical and distrustful of the United Kingdom and the United States of America than non-Muslims.

### Key Facts

(non-Muslim figs in brackets)

- 21% interviewees Muslim
- 25% no schooling (10%)
- 47% married (33%)
- 6.6 people in household (5.6)
- 97 listen to radio (93%)
- 45% want to go on pilgrimage
- 40% prefer traditional clothes (22%)



# PULSE OF AFRICA

## African Landscape – Information Sources

Most Africans get their information from the local media. The main media used is radio which is regularly used by 95% across Africa. This is followed by TV with 65% and then newspapers with 49%.

This survey was conducted in urban areas where TV is likely to be available first in a country. A picture emerges of relatively slow penetration of this medium compared with other parts of the world. In 6 countries over half the people surveyed mention the use of TV as an information source.

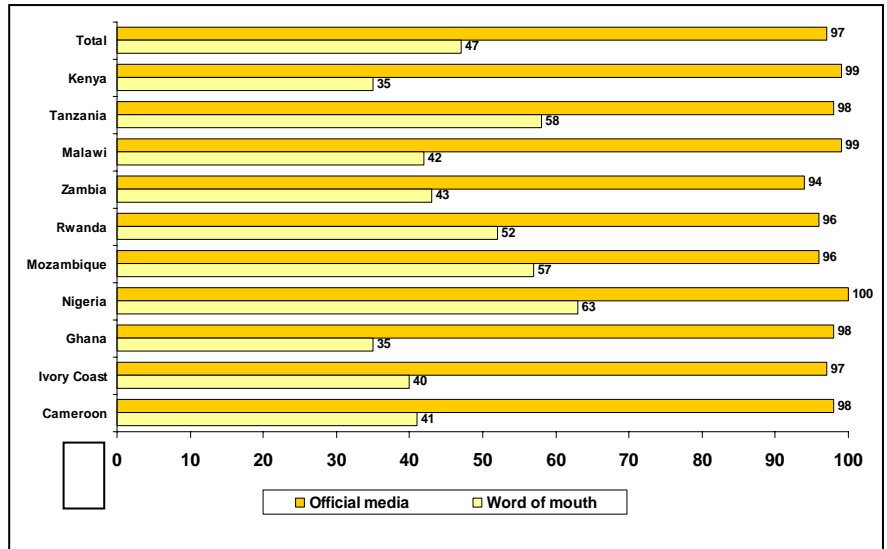
Radio is listened to by over 85% of the population of all African countries. TV viewing varies from 87% in the Ivory Coast to just 36% in Rwanda and 48% in Malawi.

The print media is much weaker in many countries. However, In Rwanda, Tanzania and Malawi the press outweighs television in terms of a source of information - 85% of Ivorians and 69% of Tanzanians. In Nigeria use of the press is just over 1 in 3 of the population and 45% in Ghana.

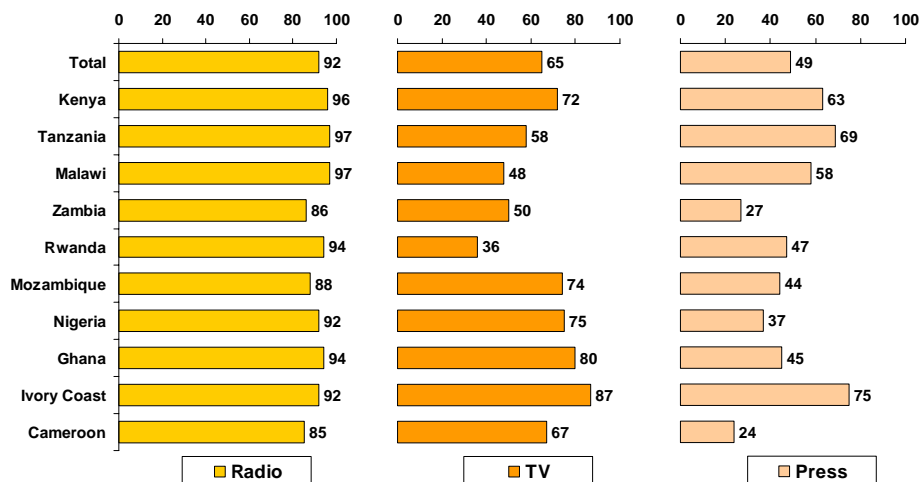
Word of mouth continues to be a smaller but significant source of information across Africa. In Nigeria 2 in 3 mention this as their major information source. In Kenya and Ghana this halves to around 1 in 3.

With large numbers of Africans saying that they spend their time talking with friends and the family it is very likely that these social gatherings are also major communications occasions.

Sources of Information



Use of Media





# PULSE OF AFRICA

## Government Competence

African's pride in being African does not always extend to confidence in their own country's government.

The levels of confidence in people's own countries (see chart below) was calculated using the answers from four questions concerning economic prospects, attitudes to unemployment, ability of the country to attract foreign investment and whether the education system gave children a good start in life.

The countries where confidence was highest were Rwanda, Tanzania and Ghana. Zambia, Nigeria and Cameroon had particularly low levels of confidence in the country.

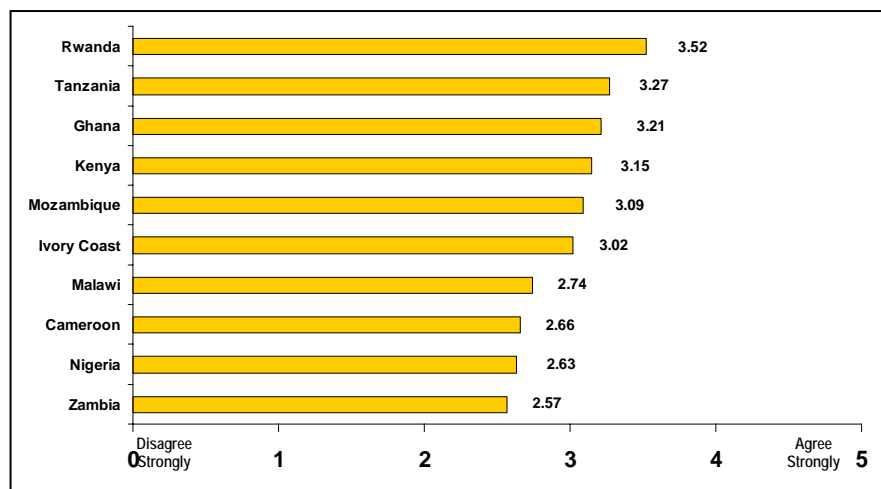
Across Africa nearly 2 in 3 have confidence in the education systems. However, there is a strong concern that they cannot afford to pay the education bills.

However, attitudes towards education varied widely between countries. In Rwanda, Tanzania and Kenya over 3 in 4 people rated their education systems positively. Whereas in Cameroon and Nigeria nearly 6 in 10 did not believe their education systems gave children a good start in life.

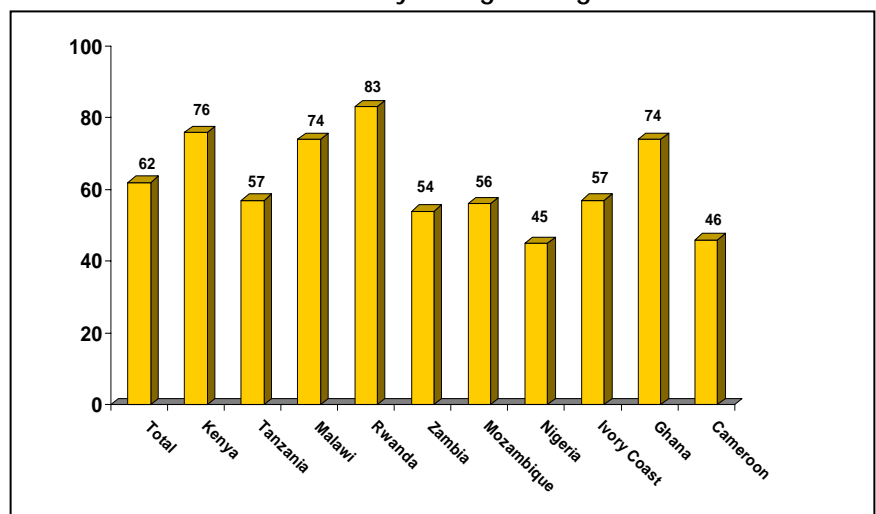
There is relatively high confidence among Ghanaians and Tanzanians that their countries attract foreign investment with around 3 in 4 in agreement. This compared with just over 1 in 3 of Zambians and Cameroonians. Just under half (49%) of Nigerians think that their country attracts foreign investment. 2 in 3 Rwandans and Kenyans have a positive attitude towards attracting inward investment.

"Zambians are peace loving and they don't like fighting. The other thing is that most ministers are corrupt"

I have Confidence in my country



The education system gives a good start





# PULSE OF AFRICA

## Government Competence

Aside from being seen to be addressing HIV/Aids and resolving conflicts with neighbours, African governments are perceived to be most competent with regard to issues that affect the country in general and promote their country's interests well abroad.

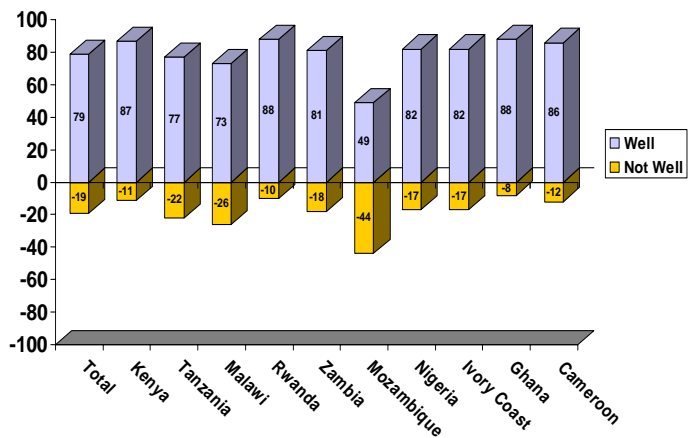
Where they fall short is on issues that affect individuals, such as creating jobs, fighting corruption, controlling the influx of refugees, reducing the crime rate and providing good healthcare. In general, the government that had the most positive image among its populace was the Rwandan government.

Given the widespread nature of HIV/Aids in African countries it is clear that for most Africans there is considerable confidence in their government's actions in tackling HIV/Aids. In most countries surveyed, 8 in 10 said that their government's were doing well in addressing HIV/Aids. Only Mozambique where under half (49%) said that their government was not addressing it well. Even in Malawi where the infection is among the highest in Africa nearly 3 in 4 said that their government was addressing HIV/Aids well.

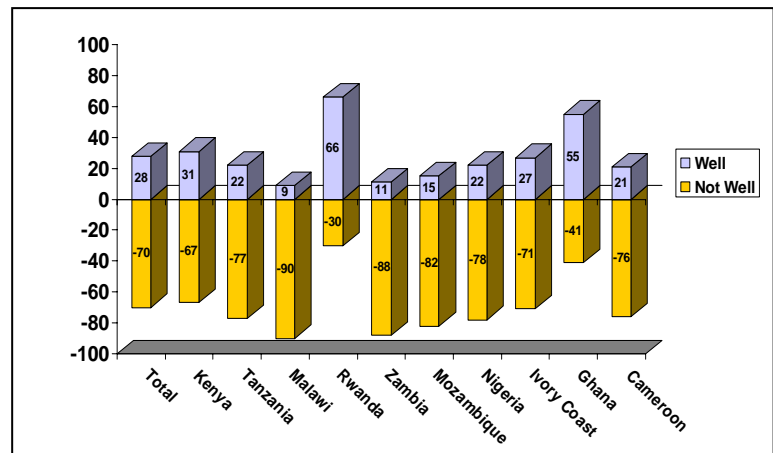
Lack of jobs dominates most peoples lives across Africa. Only 22% were in full time work across Africa. In Kenya, Cameroon and Mozambique it was under 20%. Whereas in Ghana it was 47% and 36% in Nigeria. There is a low level of satisfaction with governments' progress in creating work opportunities. Only in Rwanda, where 2 in 3 thought the government was managing to create jobs, was there a positive rating.

In Zambia and Malawi nearly 9 in 10 thought that the government was not doing well in this area. In most countries as many as 8 in 10 said that their governments did not look after the unemployed.

How well does your government tackle HIV/AIDS?



How well is your government creating jobs?





# PULSE OF AFRICA

## Government Competence

There are generally low levels of satisfaction in most countries at their government competence in reducing crime and fighting corruption and nepotism.

In the fight to reduce crime two governments – Rwanda and Ghana - stand out with 92% and 79% respectively being rated as doing well on crime reduction. The least effective governments are Malawi (79%), Mozambique (83%) and Ivory Coast (77%) where nearly 8 in 10 do not believe their governments are doing well.

“Ivorians are not good, the presidents are corrupted”

“Mozambique is corrupt, it despites its own culture”

Most governments are seen not to be doing well in the fight against corruption and nepotism. In 7 countries the majority of people do not believe that their government are doing well.

Kenyans and Tanzanians are evenly split in their attitudes whereas in Nigeria, Cameroon and Zambia nearly 2 in 3 believe their governments are not doing well in their efforts to reduce crime.

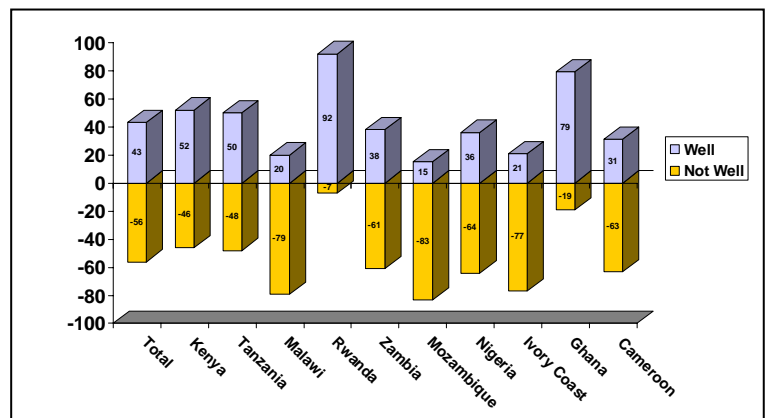
In Nigeria and Cameroon this is so endemic that for many people living in those countries it is regarded as the ways others see them.

The only governments seen to be doing well by the majority of people are Kenya (69%), Rwanda (66%) and Ghana (56%).

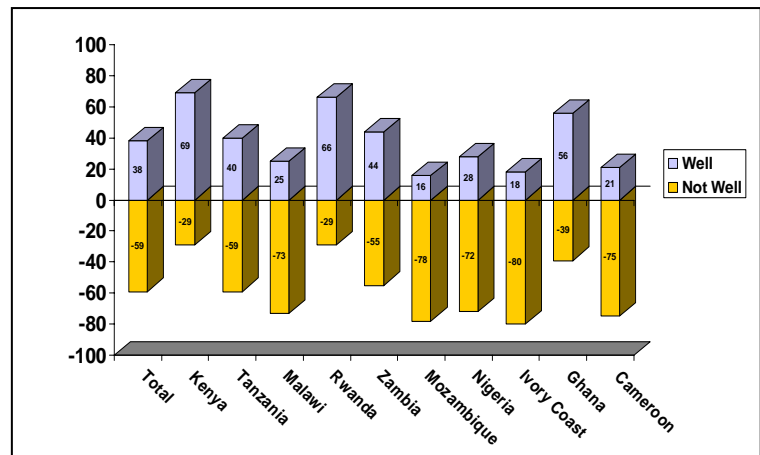
The governments doing worst are Ivory Coast and Mozambique where nearly 8 in 10 rate the government as not doing well in tackling corruption.

Among Muslims 64% compared with 58% of non Muslims believe that their governments are not doing well in fighting corruption.

How well is your government reducing crime?



How well is your government fighting corruption/nepotism?





# PULSE OF AFRICA

## African Outlook - *What Worries Africans?*

West Africans are more satisfied with their family's position than East Africans. Zambians are the least satisfied in Africa.

On a scale of 1-10, 39% of Ghanaians, 35% of Cameroonians and 33% of Nigerians rated this aspect of their life very highly - as 7-10. Whereas 30% of Zambians, 29% of Tanzanians and Mozambicans rated their family's position much more lowly as only 1-3 on the ten point scale.

At a family level, the majority feel their family prospects are better, or certainly not worse, than last year. However, 40% of Zambians believe they are worse compared to 17% who believe they are better off.

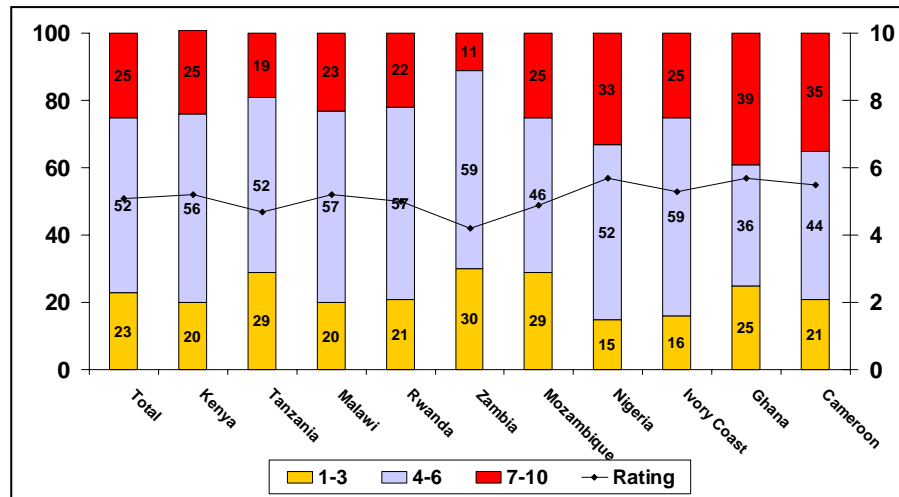
Nigeria and Ghana lead the way in feeling they are better off with 40% feeling this way about their position.

Tanzanians (49%) Malawians (41%) Zambians (41%) Mozambicans (42%) Ivorians(41%) felt their position was the same as a year ago.

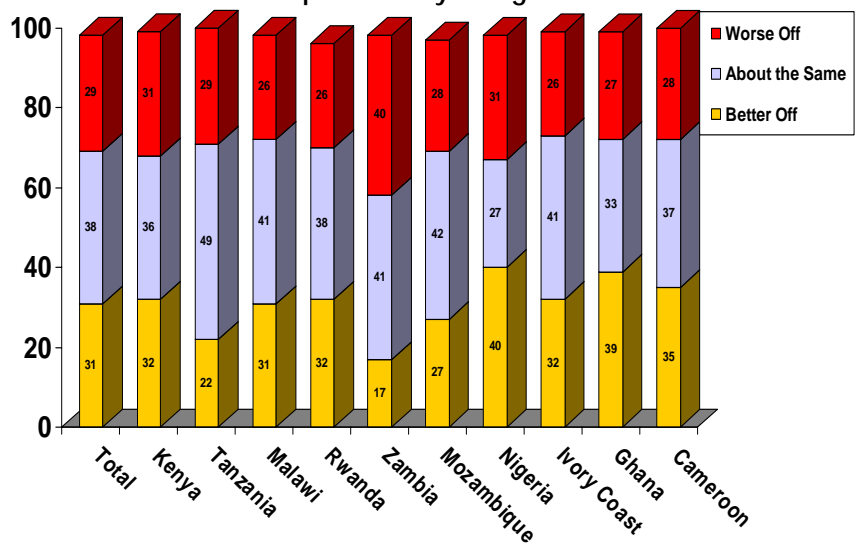
Women(31%) are more likely than men(27%) to feel that they are worse off than they were a year ago

In some ways, given the concerns about poverty and lack of employment opportunities, the relatively high levels of confidence about the family position are surprising. It would suggest that in most countries people do not perceive things to be getting worse, and in some countries things seem to have improved for families.

How satisfied are you with your family's position?



How satisfied are you with your family's position compared to a year ago?





# PULSE OF AFRICA

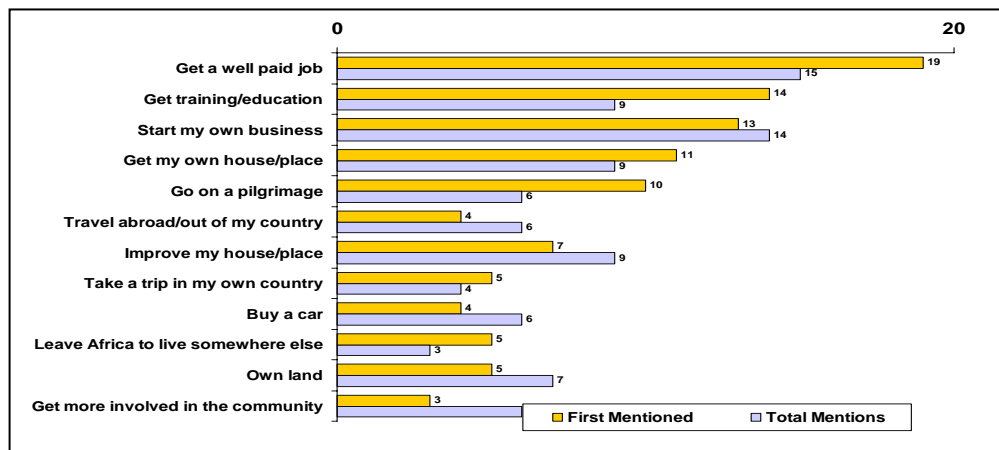
## African Outlook – Personal Situation

What do Africans aspire to? The strongest attractions are those aimed at gaining economic rewards. 1 in 5 mentioned getting a well paid job. This was followed by work related issues like getting training, starting your own business and getting your own place. Securing personal material possessions are much weaker.

Interestingly, 45% of Muslims said they aspired to go on a pilgrimage compared to 37% who said they wanted to get a well paid job.

Of less importance for both Muslims and non-Muslims is travel, home improvements, a car or getting involved in the community.

People's aspirations – first and total mentions (%)



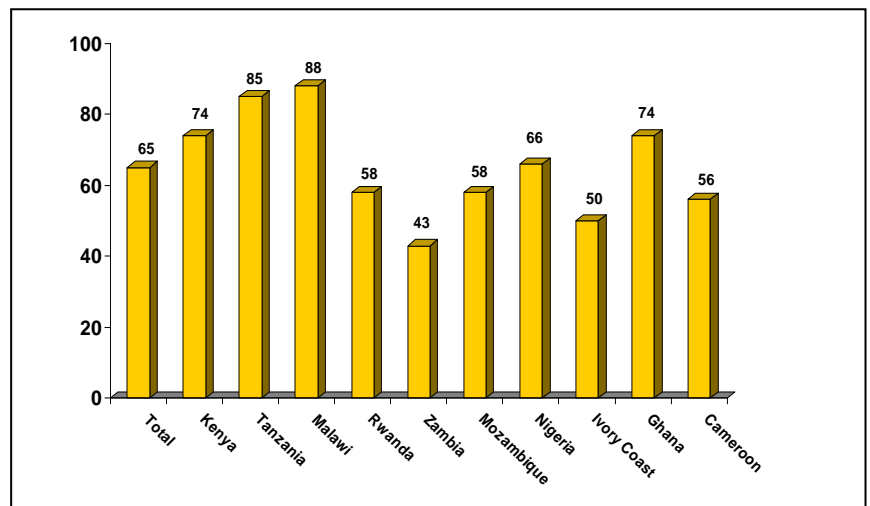
2 in 3 Africans say that their main priority is making money. Yet this varies significantly between countries.

People living in Malawi (88%) lead Africa in their desire to make money, closely followed by Tanzanians(86%).

Zambians seem much lower in this respect with just 48% making this their number one priority.

Nigerians are behind East Africans in their desire to make money.

My Number One Priority is to make money



It would seem that Africans do not have the luxury to aspire to merely improving their life styles, but need to concern themselves with the basics of a job, training and a home.



# PULSE OF AFRICA

## African Outlook – Role models

Who do Africans want to represent their country and continent to the outside world ?

In selecting a person to represent their country, political figures were by far the most important with seven of the ten countries choosing their own president/prime minister.

However, in Nigeria Mohammed Buhari received 17% of support compared to 10% for current President Obasanjo and in Zambia former President, Kenneth Kaunda, received 28% compared with 12% for the current President, Levy Mwawawasa.

To represent the African continent, Africans again favour political figures. However, many looked beyond their borders and the overwhelming favourite was Nelson Mandela, the former president of South Africa.

Other nominations that went beyond borders were Kofi Annan, the Secretary General of the United Nations, and Thabo Mbeki the current President of South Africa. Colonel Gadaffi proved popular as the choice for African Representative in Zambia and Cameroon – receiving almost as much support as the Zambian President, Levy Mwawawasa.

The people that Africans most admire tend to be politicians, although not necessarily those who are currently active in this role. Presidents/former presidents/others in government – and, to a much lesser extent, sports personalities and entertainers such as singers/vocalists are mentioned as role models.

African singers were popular in some countries. In Malawi, 1 in 4 mentioned a singer as among their most admired people, 13% in Mozambique and Tanzania.

Media personalities do not attract support in any country, with fewer than 1% in any country mentioning radio, TV or film personalities as their most admired person.

However, they were ahead of military personnel, who failed to attract any support at all in any country.

Africa greatest contribution is sport stars - Abedi Pele, Weah George

Africa has given the world exceptional talents in the area of sport and the humanities i.e. Opon Weah, Nelson Mandela, Julius Nyerere, Nkrumah etc.

Africa contributes politicians like Koffi Annan and Nelson Mandela and Musicians like Miriam Makeba.

Most Admired People

| COUNTRY     | Current President | Former President | Sports person |
|-------------|-------------------|------------------|---------------|
| Kenya       | 10%               | 7%               | 10%           |
| Tanzania    | 19%               | 14%              | 14%           |
| Malawi      | 11%               | 8%               | 15%           |
| Zambia      | 10%               | 23%              | 9%            |
| Rwanda      | 29%               | 4%               | 16%           |
| Nigeria     | 5%                | 13%              | 15%           |
| Ghana       | 16%               | 12%              | 9%            |
| Cameroon    | 15%               | 11%              | 15%           |
| Ivory Coast | 14%               | 11%              | 9%            |
| Mozambique  | 19%               | 4%               | 18%           |





In a continent where fashion is important both personally and socially, understanding people's preferences between styles tells us more than simply the clothes they wear and singer they listen to.

Fashion and music are strongly African and in many countries very local in terms of people's preferences. However, between countries there are a range of practices concerning how people dress.

In Malawi and Nigeria wearing traditional clothes were preferred by around half those surveyed. Whereas in Cameroon only 8% would wear only traditional clothes. The strongest support for western style clothing only came from Rwanda where nearly 4 in 10 said this was their dress preference. In Nigeria, just 8% would only wear western clothes and in Tanzania 9% said this was all their preferred dress.

"You can tell them apart by the way they dress"

*Tanzanian*

"Ivoriens are well dressed"

"We like to wear our traditional dress"

*Ghanaian*

In 5 countries over half said that they wear a mix of traditional and western style clothes. These countries included Cameroon, Ghana, Ivory Coast, Tanzania and Kenya.

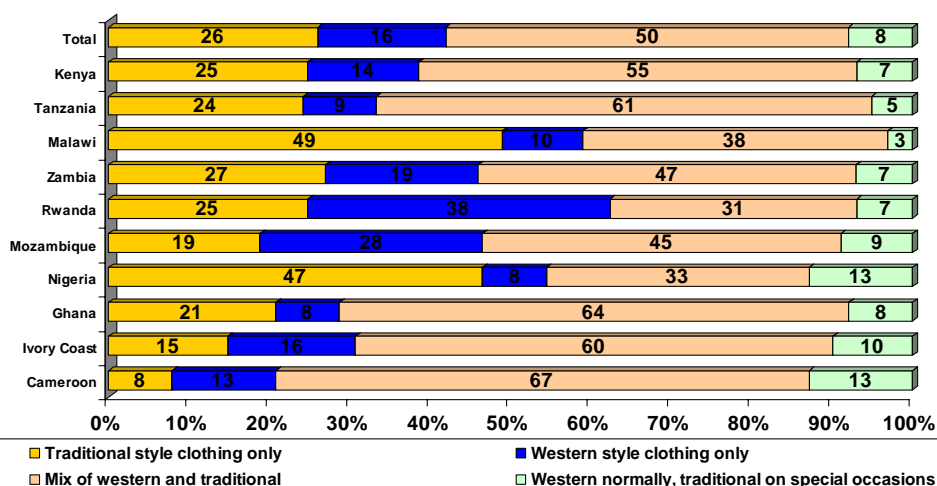
Music preferences are strongly African and local, with a clear majority in 7 countries saying they particularly favoured music from their own region.

Local music received the strongest support from Tanzanians where nearly 7 in 10 preferred this type of music.

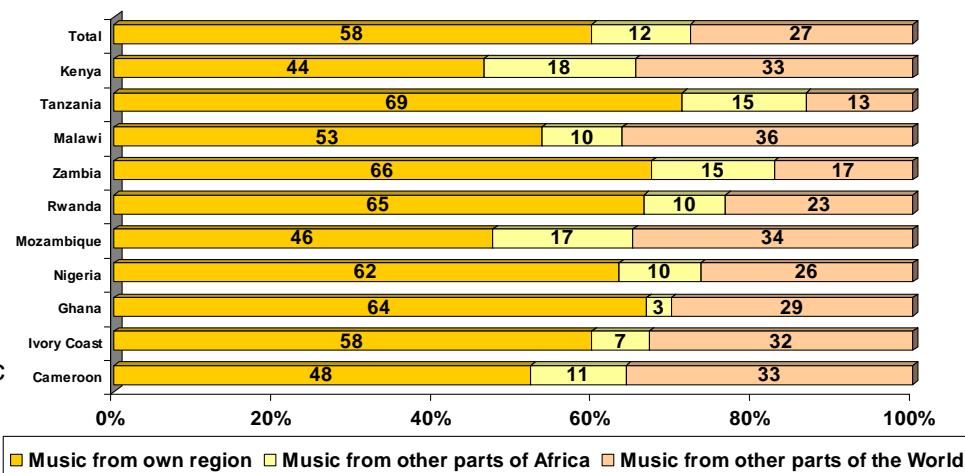
In Zambia, Rwanda and Ghana around 2 in 3 also favoured local music.

Music from other parts of the world was selected by under 1 in 3. Tanzania and Zambia were the countries where music from other parts of the world attracted least support.

Fashion Preference



Music Preference





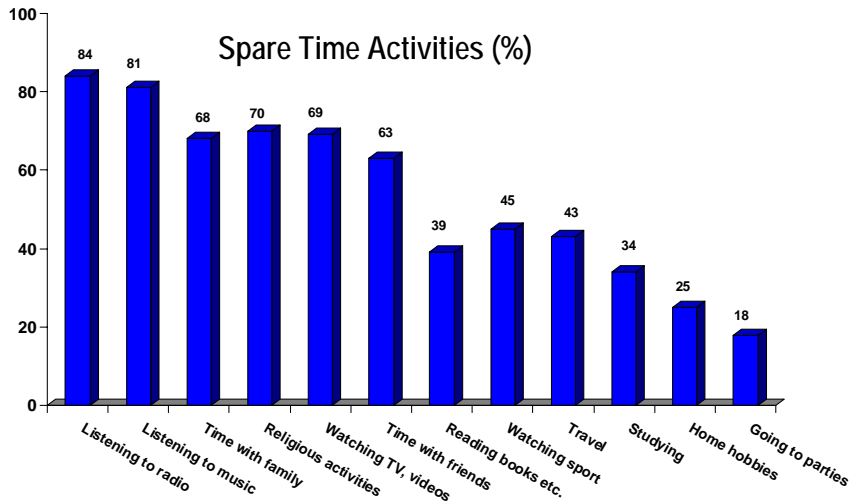
# PULSE OF AFRICA

## Passions and Aspirations – Leisure

People on average spend between 6-10 hours a week on leisure activities.

Of all activities mentioned, listening to the radio remained the most dominant in virtually every African country. Nearly 9 in 10 say that listening to radio is among their major leisure activities.

In their spare time, the most preferred activities for Africans apart from listening to the radio, are listening to music, spending time with friends and family, and taking part in religious activities.



Top 3 Leisure Activities By country

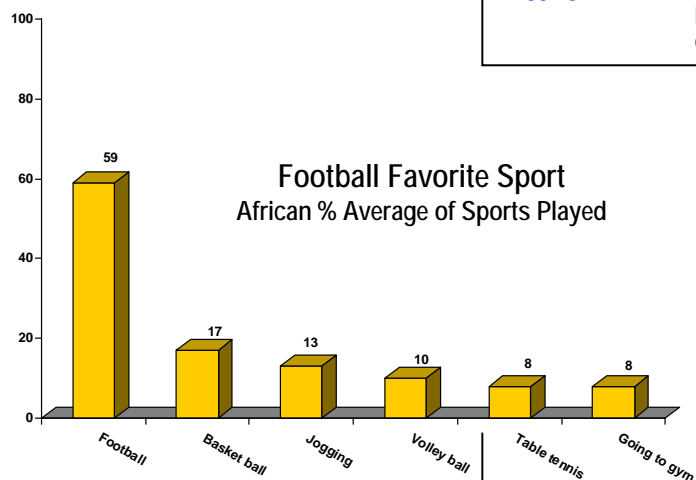
| Country     | radio | TV | faith |
|-------------|-------|----|-------|
| Kenya       | 83    | 52 | 59    |
| Tanzania    | 85    | 59 | 45    |
| Malawi      | 80    | 19 | 61    |
| Zambia      | 48    | 40 | 54    |
| Rwanda      | 83    | 30 | 52    |
| Mozam       | 76    | 59 | 56    |
| Nigeria     | 86    | 90 | 90    |
| Ghana       | 97    | 91 | 89    |
| Ivory Coast | 92    | 88 | 70    |
| Cameroon    | 65    | 70 | 37    |

|             |    |
|-------------|----|
| Ghana       | 64 |
| Nigeria     | 60 |
| Ivory Coast | 57 |
| Cameroon    | 47 |
| Rwanda      | 42 |
| Tanzania    | 41 |
| Kenya       | 40 |
| Malawi      | 37 |
| Mozambique  | 33 |
| Zambia      | 26 |

|               |   |
|---------------|---|
| Table Tennis: | Nigeria<br>Ghana<br>Ivory Coast             |
| Football      | Nigeria<br>Ghana<br>Cameroon<br>Ivory coast |
| Volley ball   | Ghana<br>Tanzania                           |
| Basketball    | Mozambique<br>Nigeria<br>Zambia             |
| Jogging       | Tanzania<br>Ivory Coast<br>Cameroon         |

Among Muslims, religious activities increase to 70% across Africa, just ahead of watching TV. Muslims are also more likely to spend time with family and friends.

Football is by far the most popular sport both to play and watch - although this is largely a West African activity. Table tennis is also popular in this part of Africa. Hardly anyone ever goes swimming.





# PULSE OF AFRICA

## Passions and Aspirations – *countries to live*

If people could choose any country to live in, most would not choose their own country. This stood out starkly from the survey.

Only in 4 countries – Kenya, Cameroon, Tanzania and Mozambique - do over 40% of people select their own country as first preference. Malawians and Ivorians would be the least likely to choose their own country to live in, given the choice. In fact, 84% of those living in the Ivory Coast would opt to live outside their country.

Moreover, very few Africans chose another African country apart from South Africa. No one wanted to live in Nigeria.

South Africa is a popular destination for Malawians. It is also a favourite for those living in Mozambique, Kenya and Zambia.

Countries outside of Africa that were the most popular were the United States of America, the United Kingdom, France, England and Canada. Among Muslims, Saudi Arabia was widely selected (28%) as the most popular place to live. This seems to be linked to the desire to be close to the holy places of Islam.

People in East and Central Africa favour South Africa, the UK/England and the United States, while the latter is the most popular destination for West Africans.

The Francophone countries, Cameroon and Ivory Coast, are understandably attracted to France and Canada

The UK is a popular choice among Ghanaians, Nigerians and Malawians but much less so among most East Africans. Among Nigerians and Ghanaians it is second choice to the USA.

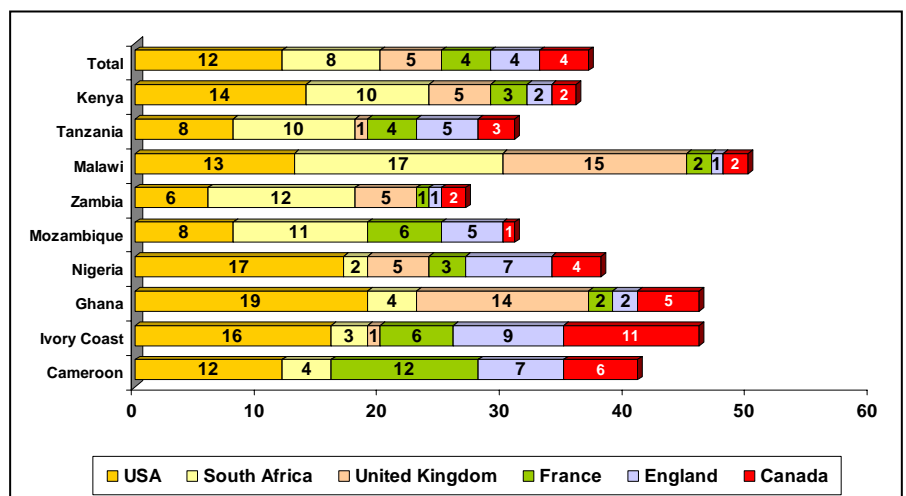
“Tanzania is not proud like Europeans who choose who to talk to”

% Who prefer to live in own country

|                    |            |
|--------------------|------------|
| <b>Kenya</b>       | <b>50%</b> |
| <b>Cameroon</b>    | <b>47%</b> |
| <b>Tanzania</b>    | <b>46%</b> |
| <b>Mozambique</b>  | <b>41%</b> |
| <b>Zambia</b>      | <b>34%</b> |
| <b>Ghana</b>       | <b>34%</b> |
| <b>Ivory coast</b> | <b>30%</b> |
| <b>Nigeria</b>     | <b>27%</b> |
| <b>Malawi</b>      | <b>16%</b> |

“Ivorians like their country, they are not assimilated”

Most popular countries to live in





# PULSE OF AFRICA

## Family Life – Gender Roles

While the general consensus was that the man should be the head of the household there was far less support for the woman's traditional gender role of being only involved in family and household matters.

There are signs that many African women want to break free from traditional constraints. They are less in favour of conserving traditional roles than men, and also less inclined to accept the assumption that men should be the head of the household.

The clear separation between men and women is being eroded, with East Africa and Rwanda leading the way.

The strong view that the **man should be the head of the family** is more widespread in West Africa with over 90% of Nigerians, Ivorians and Ghanaians agreeing with the man's dominant position. In East & Southern Africa around 75% of Kenyans, Tanzanians and Mozambicans go along with this view.

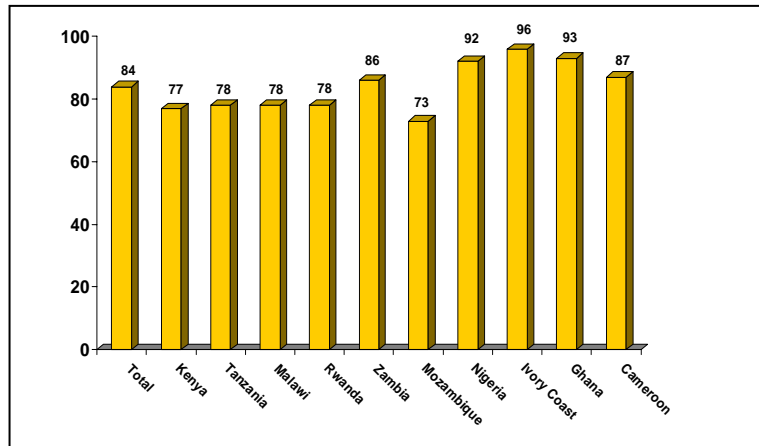
Malawi, Nigeria and Cameroon have very strong traditional views about the role of women, with around 4 in 10 believing that **women should only be involved in the house**. Only 10% of Rwandans agree with this traditional home based role of women. And across Africa in no country does this view get the support of the majority of those surveyed.

The chart opposite shows the extent to which various countries endorse traditional male and female roles in the family.

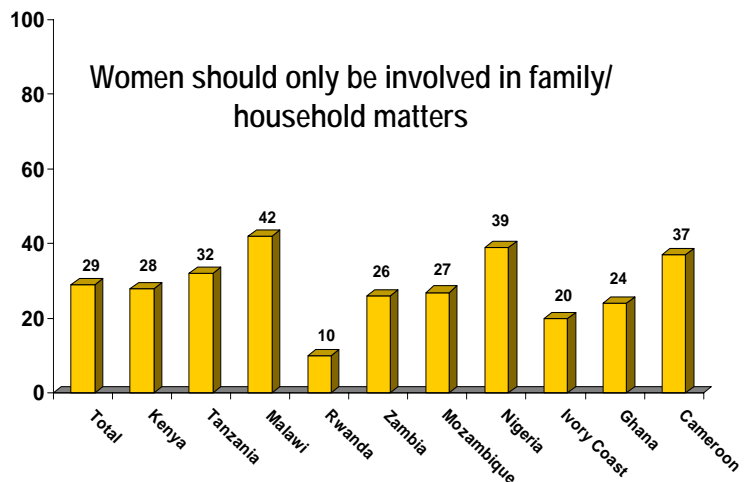
Nigeria and Cameroon are strongly traditional, Rwanda, Mozambique and Kenya are less likely to agree with strongly differentiated gender roles for women.

Those living in West African countries are more likely to hold such views than people living in East Africa.

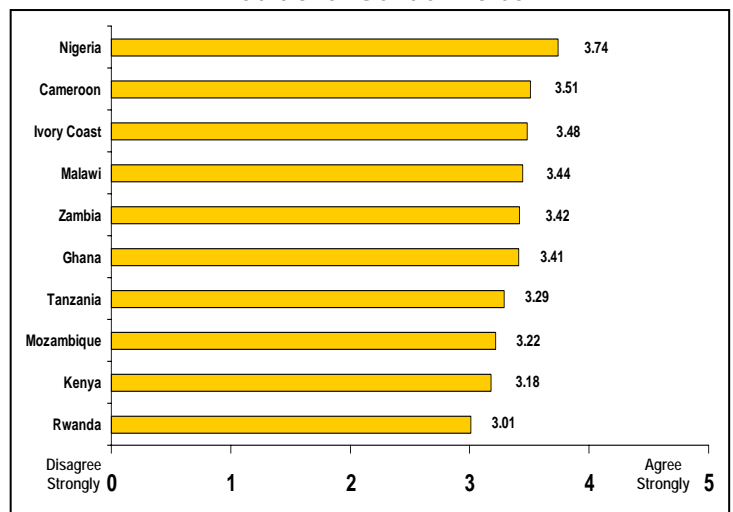
The man should be the head of the family



Women should only be involved in family/ household matters



Traditional Gender Roles





# PULSE OF AFRICA

## Family Life - Responsibilities

The family is a very strong institution in Africa with responsibilities between family members being taken very seriously.

There is a strong expectation that families should meet together for meals, with over 90% in virtually all African countries agreeing with this aspect of family dynamics. Only in Mozambique does this drop from the continent-wide average of 91% to 76%.

Belief in family responsibilities also extends to children looking after older members. In most countries over 9 out of 10 believe this should be the case. Only in Rwanda (82%) does this drop to just over 8 in 10.

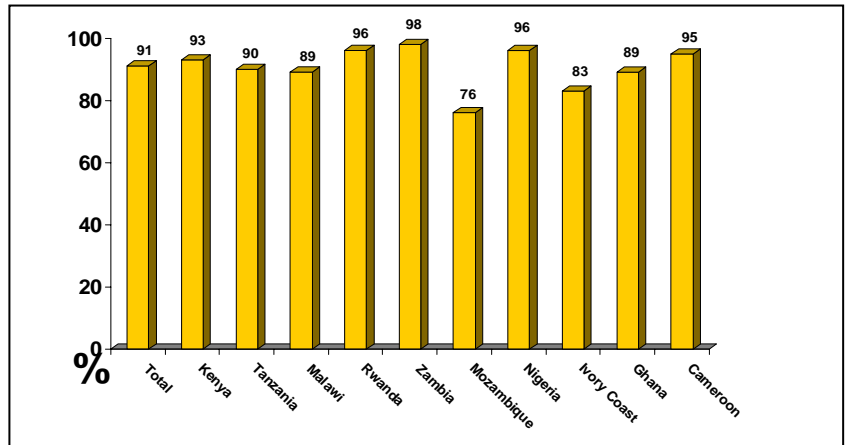
In most countries, over 9 in 10 believe children should move out of the family home once they marry - with virtually everyone in Zambia agreeing to this view.

However, there is a consistent view that sending children to another country is fine if it is necessary. This view is strongest in Nigeria and Malawi where 2 in 3 agree, whereas in Mozambique and Kenya only just over 1 in 4 agree with this view.

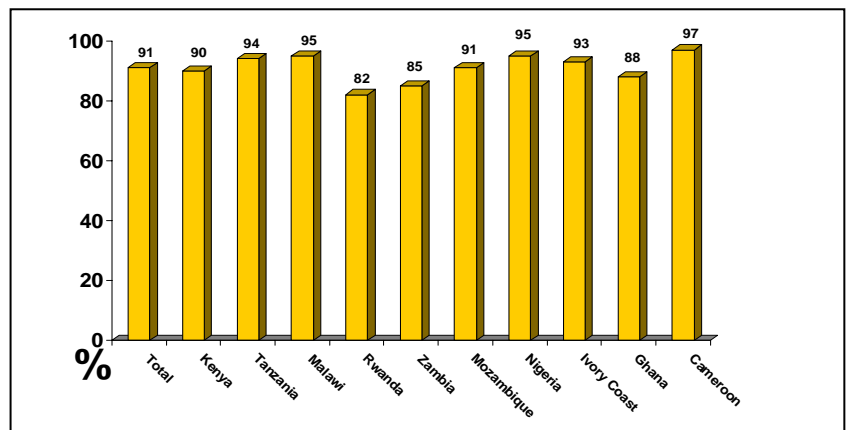
This would suggest that anxieties concerning the jobs and education on offer locally over-rides the strong family ties.

Although, clearly, the difference between Nigeria and Kenya would suggest different cultural experiences.

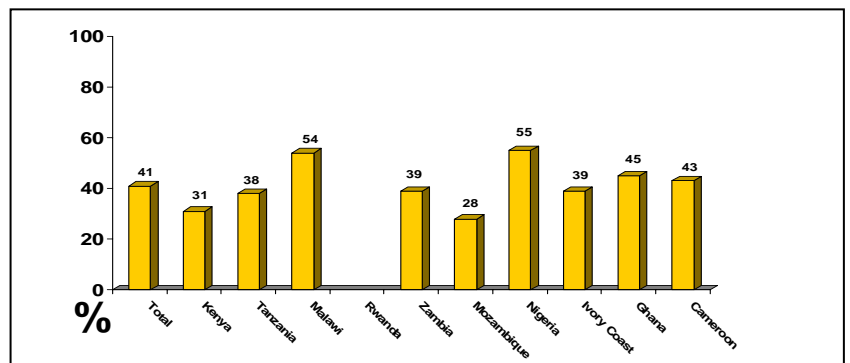
Families should sit down together for meals



Children should look after the Elders



Children should be sent to another country if necessary





# PULSE OF AFRICA

## World Players- African View

World players that African's look up to the most include such high international profile figures as Nelson Mandela, Kofi Annan and Thabo Mbeki, while the most disliked were Osama bin Laden and George Bush. There were high levels of 'don't know' and 'have not heard of' for Abdelaziz Bouteflika, Gerhard Shroeder and, to a lesser extent, Jacques Chirac.

Nelson Mandela is by far the most popular person in Africa with 90% of all Africans liking him. Whereas George Bush is the least popular, although he is more popular than Osama bin Laden.

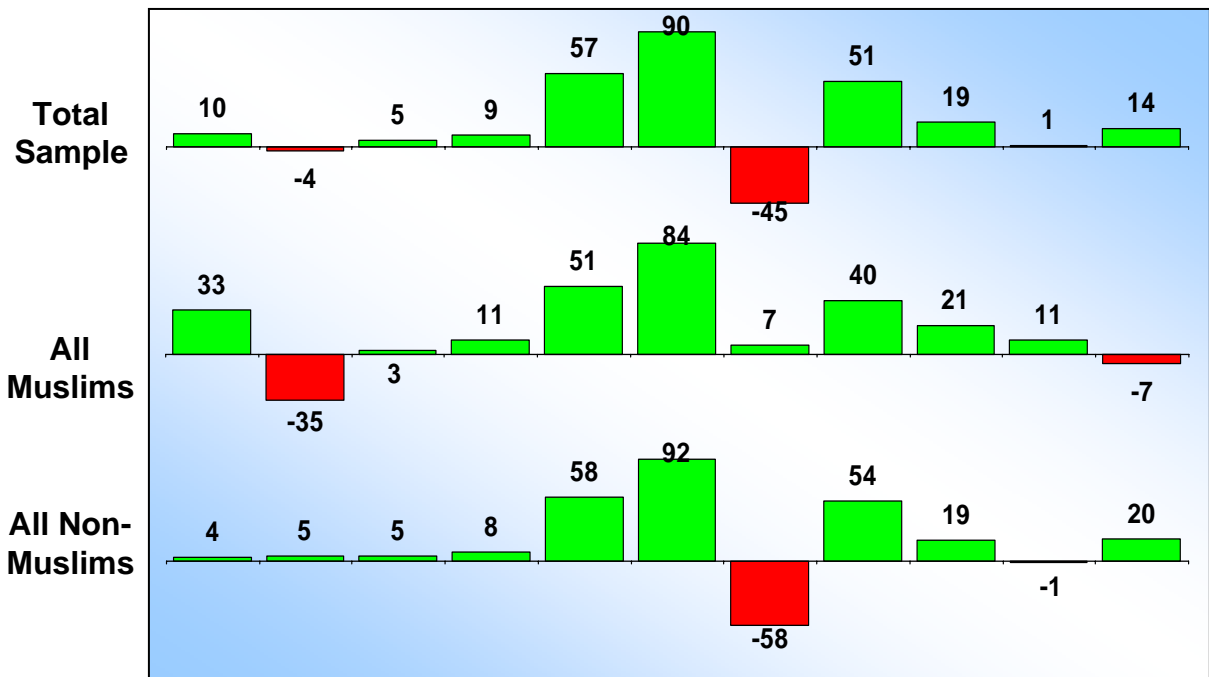
Tony Blair picks up some support among non-Muslims but is regarded much more negatively by Muslims.

There was a marked dislike for George Bush and Tony Blair among Muslims whereas among non-Muslims there is moderate support for both men. Muslims moderately approve of Osama bin Laden, while there is a strong dislike of the man among non-Muslims. Muslims were much more critical and distrustful of the UK and the US than non-Muslims.

### World Leaders OVERALL – LIKE MINUS DISLIKE



Gadaffi Bush Schro Chirac Annan Mand Osama Mbeki Obas Boutef Blair



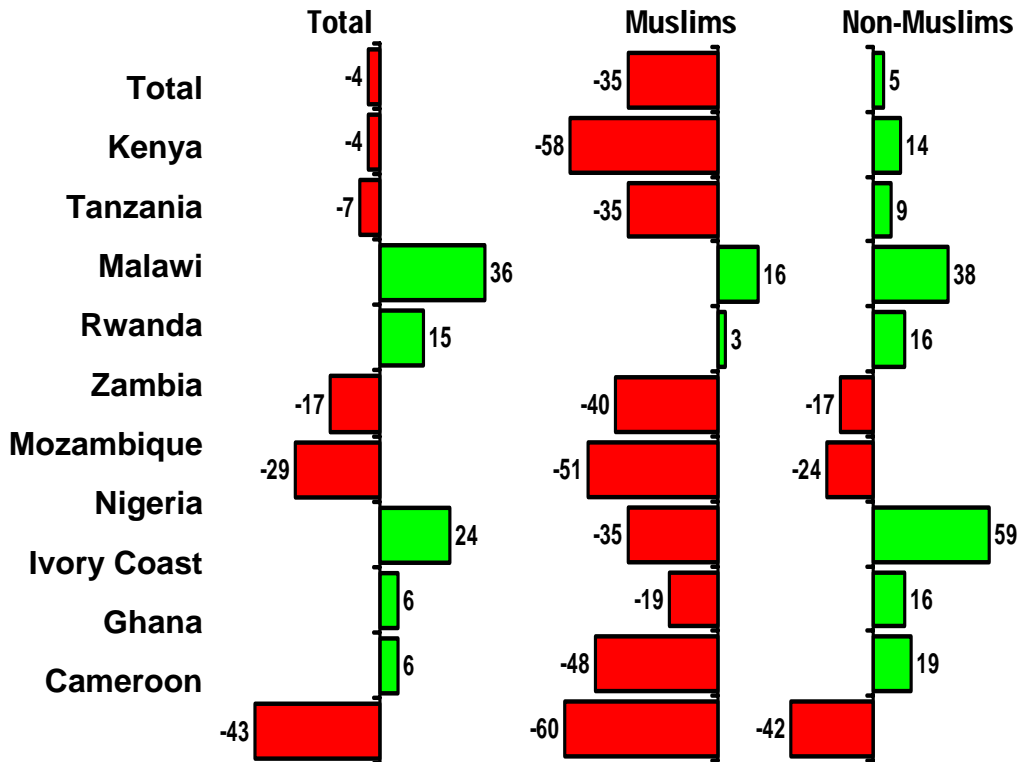


World Players- America's Image in Africa

Attitudes towards George Bush vary both between countries and between Muslim and non-Muslims. He is more popular in Nigeria and Malawi but even here there is sharp divide in Nigeria between Muslims and non-Muslims. With 35% of the former disliking him and 59% of non-Muslims liking him.

The only countries where there is a positive attitude among both Muslims and non-Muslims are Rwanda and Malawi.

**George Bush – LIKE MINUS DISLIKE**



Attitudes towards George Bush are linked to attitudes towards the USA. Across Africa, 54% rated the US as a threat, 30% as arrogant and 28% can't be trusted.

Among Africa's Muslims the negatives increased with 6 in 10 regarding the US as a threat, and nearly 4 in 10 saying the US could not be trusted.