

A Changing Tide in Africa: Conflict, Corruption & Economic Opportunity

A 5-country public opinion study

August 2016

About GlobeScan



evidence and ideas. applied

GlobeScan is a strategy consultancy specialising in stakeholder intelligence and engagement in the areas of reputation, sustainability and purpose. We help global companies, multilateral organisations and international NGOs build stronger, more trusting relationships with their stakeholders to deliver long-term success. GlobeScan conducts research in over 90 countries and is a signatory to the UN Global Compact. Established in 1987, GlobeScan is an independent, management-owned company with offices in Toronto, London, San Francisco, Cape Town, São Paulo and Hong Kong.



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Methodology

Participating Countries



- Representative samples of approximately 1,000 adults per country in each of 25 countries
- Some urban-only surveying in certain developing countries
- Face-to-face and telephone interviewing between December 2015 and May 2016

Methodology

The results of this survey are based on face-to-face interviews conducted in each of the countries. Field dates and sample sizes in each country are as follows:

Country	Sample size (unweighted)	Sample frame	Type of sample	Field dates
Ghana	1049	18-65	National	March 16–April 12, 2016
Kenya	1010	18+	Urban ¹	March 4–20, 2016
Nigeria	800	18+	National	March 9–24, 2016
Senegal *	1200	18-45	National	March 6–April 14, 2016
South Africa	2000	18+	Urban ²	February 17–March 1 2016

¹ In Kenya, the survey was conducted in 7 out of the 8 former administrative provinces targeting the 45 per cent of the adult population in urban and mixed settlements. The survey sample included urban populations in 30 counties representing 64 per cent of all counties. The counties included in the sample were; Bungoma, Busia, Embu, Kajiado, Kakamega, Kericho, Kiambu, Kilifi, Kirinyaga, Kisii, Kisumu, Kitui, Kwale, Laikipia, Machakos, Marsabit, Meru, Migori, Mombasa, Nairobi, Nakuru, Narok, Nyamira, Nyandarua, Nyeri, Siaya, Trans Nzoia, Turkana, Uasin Gishu, Vihiga.

² In South Africa, the survey was conducted in urban areas of Eastern Cape, Free State, Gauteng, Kwazulu-Natal, and Western Cape, representing 43 per cent of the national adult population.

* Senegal was included as a standalone survey.

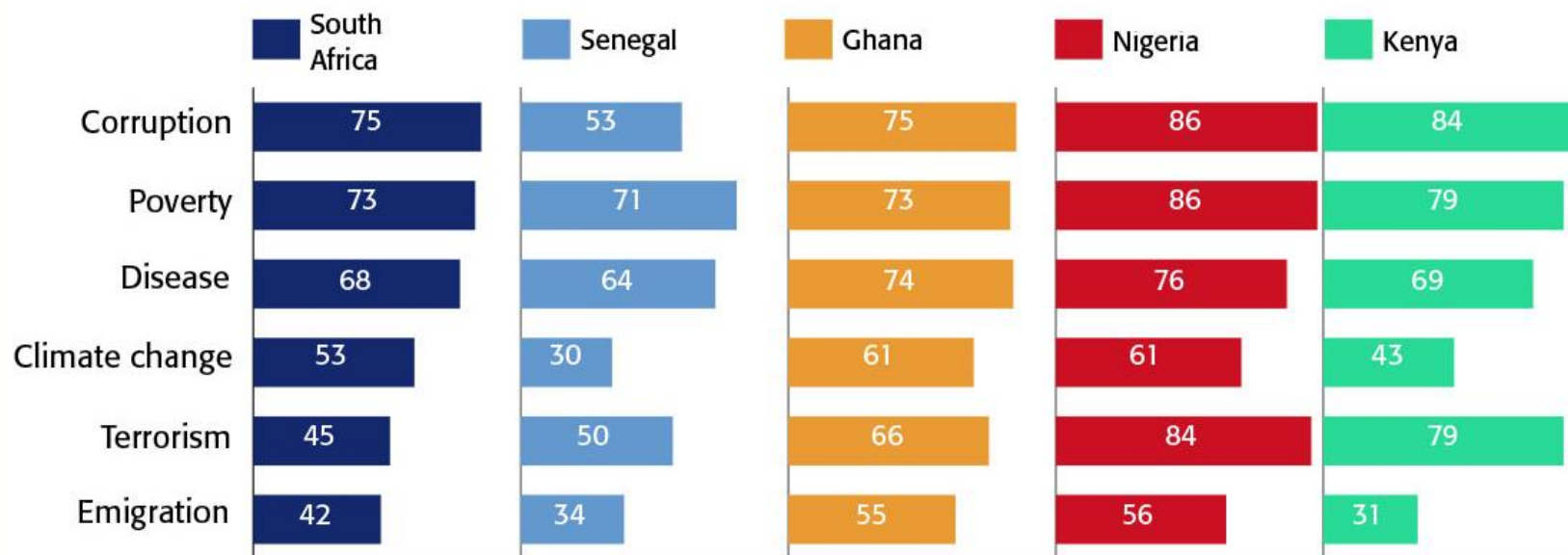
Our discussion today

1. How concerned are you about the following key issues?
 - Terrorism
 - Emigration
 - Climate change
 - Poverty
 - Corruption
 - Disease
2. How do you rate your government's performance in addressing these areas?
3. Where do you believe terrorism originates? Inside or outside of your country
4. How likely are you to emigrate to another country?
5. What would be the main reason for emigrating?

Personal Concern about Key Issues

Personal Concern about Key Issues

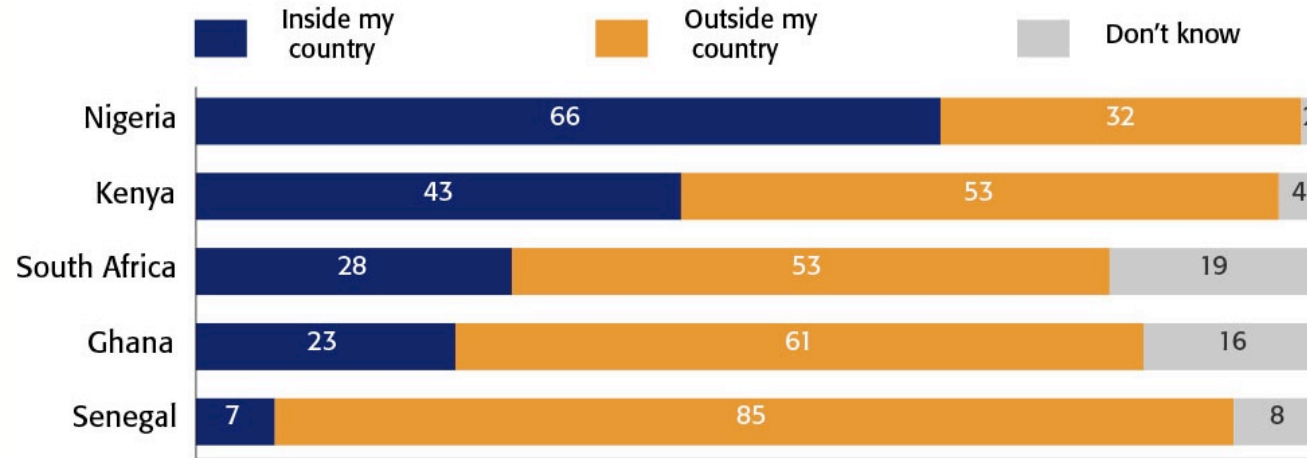
“Very concerned,” 2016



Q1. Please rate how concerned you are about each of the following societal problems.

Perceptions on the Source of Terrorism in Respondents' Country

By country, 2016



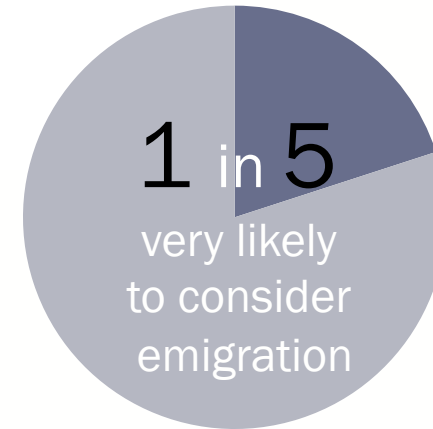
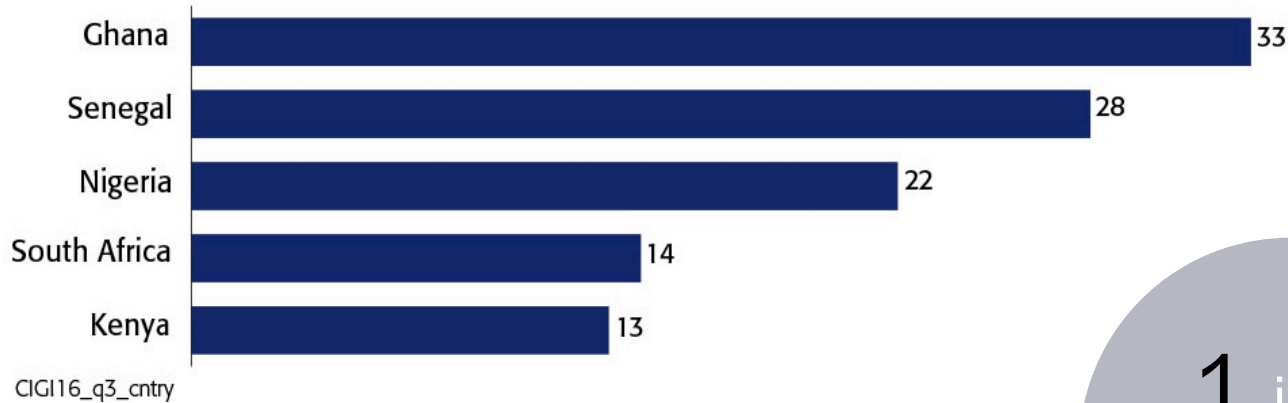
CIGI16_q2_cntry

Q2. In thinking more about the issue of terrorism in our country, which of the following opinions is closest to your own?

Likelihood of Emigrating

Likelihood of Moving to Another Country in the Next Five Years

By country, “Very likely,” 2016

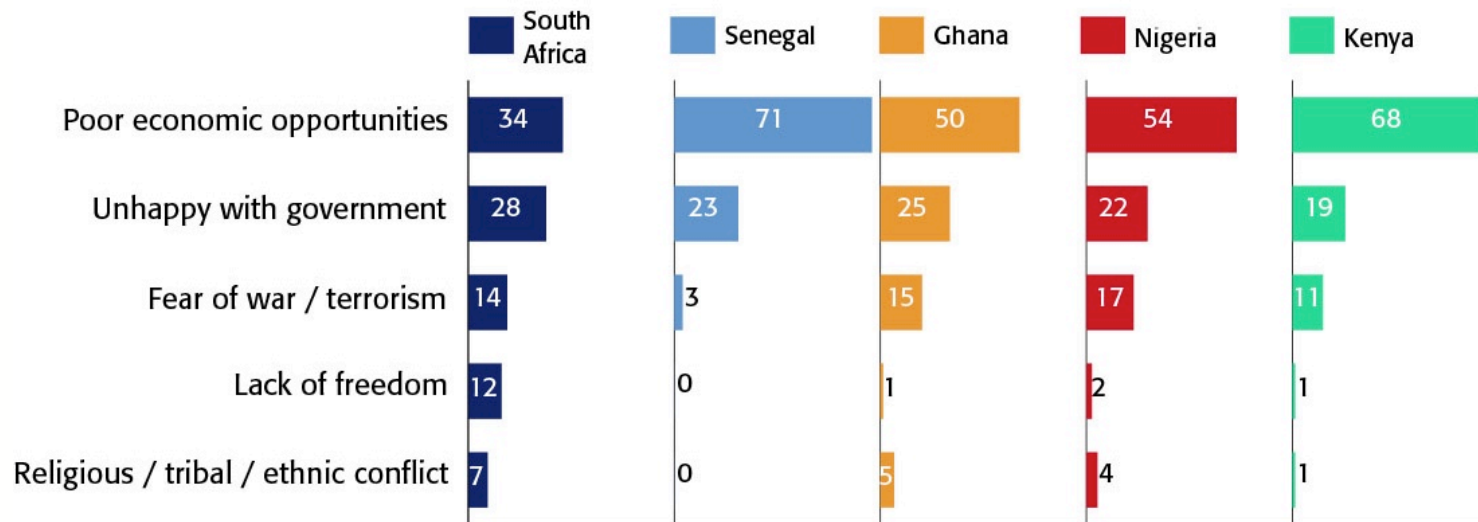


Q3. As you know, some people decide to move to other countries. How likely are you to consider moving to another country in the next 5 years?

Reasons for Potentially Emigrating

Reasons for Potentially Moving to Another Country in the Next Five Years

Subsample: People who say they are likely to emigrate, 2016



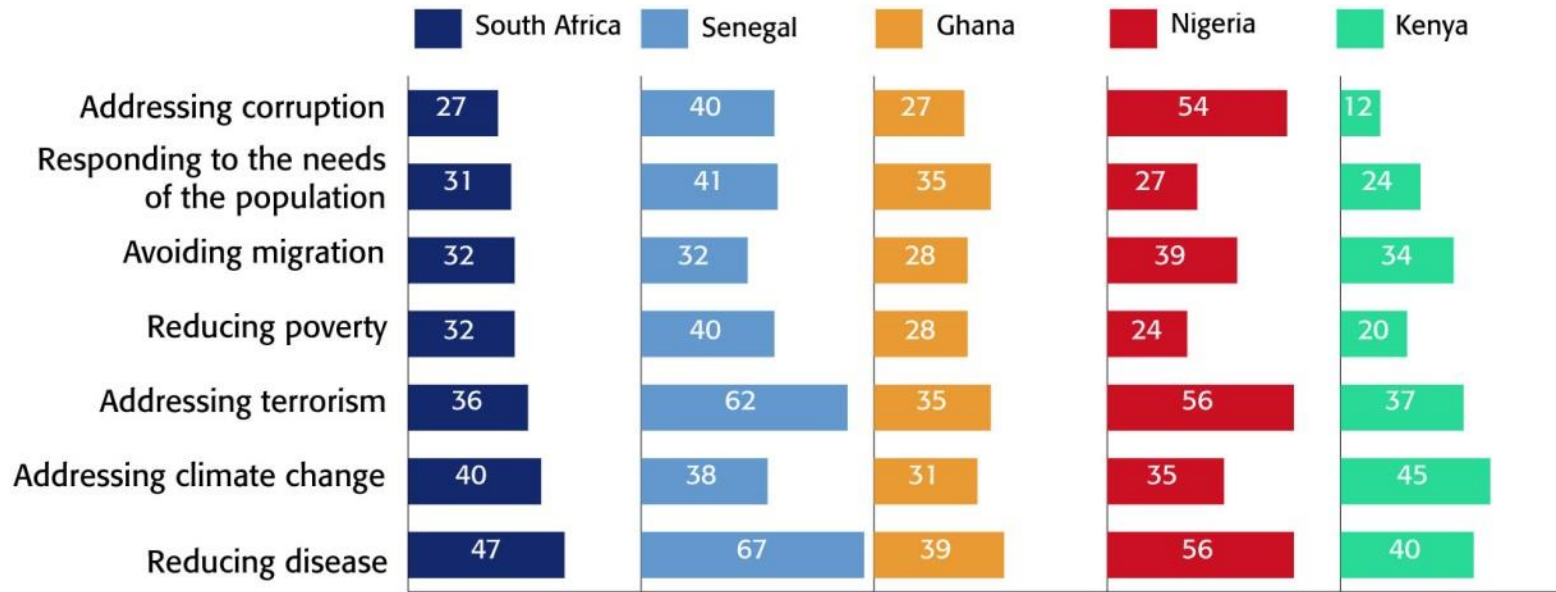
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Q4. Which one of the following is the reason why you may possibly move to another country?

Perceptions of Government's Performance in areas of concern

Perceptions of Government's Performance on Key Issues

"Very good" and "Good job," 2016



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Q5. Please rate the performance of our national government in each of the following areas. How about...? Would you say our government is doing a...?

Perceptions of Government's Performance on Key Issues

Average score for seven issues* , “Very good” and “Good job,” 2016

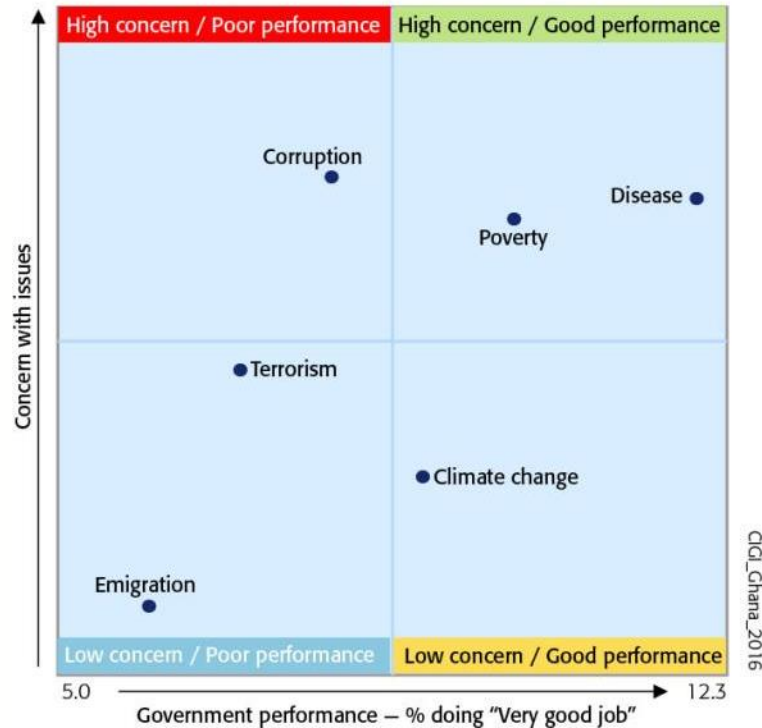


* Disease, corruption, poverty, climate change, emigration, terrorism, responding to the needs of the population

Q5. Please rate the performance of our national government in each of the following areas. How about...? Would you say our government is doing a...?

Levels of Concern about Key Issues and perceived Government Performance

Concern with Key Issues vs Government Performance: setting an agenda

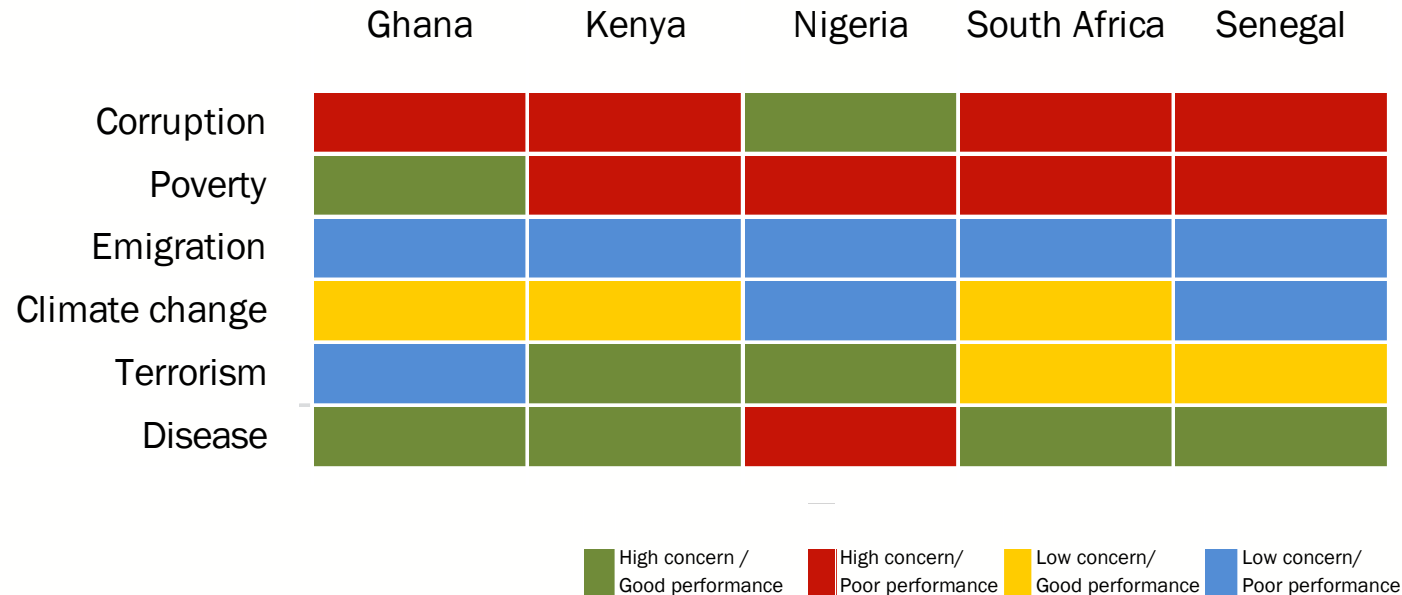


Q1. Please rate how concerned you are about each of the following societal problems.

Q5. Please rate the performance of our national government in each of the following areas. How about...? Would you say our government is doing a...?

Level of Concern with Key Issues and perceived Government Performance: Priority agenda

2016



Q1. Please rate how concerned you are about each of the following societal problems.

Q5. Please rate the performance of our national government in each of the following areas. How about...? Would you say our government is doing a...?

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