

What do Tanzanians know and think about Twaweza?



Summary

- While few respondents recall Uwezo by name, between 30% and 40% correctly recall the main Uwezo slogan.
- Four out of ten Tanzanians watched or listened to the Mkikimkiki election debates
- One out of five Tanzanians have heard of the Sauti za Wananchi opinion poll, and 15% recalled specifically the political poll released prior to the general elections in 2016. Of these, more than three-quarters agreed that the poll was credible and that it presented the real opinion of citizens.
- One out of four citizens has heard of Twaweza, and of these, most (between 62-76%) believe it to be credible and scientific.



1. Introduction

At Twaweza, we undertake targeted policy engagement and mass public engagement through powerful media partnerships, as we promote the idea of “it is us the citizens” who can bring about change in our country. In 2015, an election year in Tanzania, we implemented a series of high-profile media initiatives, including the Mkikimkiki political party debates in the campaign period, as well as a representative opinion poll on voters’ preferences for political parties and candidates. As previous years, we also launched the results of the national learning assessment, Uwezo. We know that our information gets considerable coverage in the media, and is one of the influencing factors in policy dialogue. In 2015 particularly, the election poll received very wide coverage – but while the media noise can seem very loud in urban areas, we wondered how much do average Tanzania citizens know about us, the campaigns that we implement, and what do they think of them?

2. Methodology

Twaweza East Africa commissioned Ipsos Tanzania in 2015 to gather feedback on a number of issues of programmatic relevance, through a nationally representative “omnibus” survey¹. Conducted through randomly selected quantitative face-to-face interviews with respondents 18 years and above, the survey uses a semi-structured questionnaire. A sample size of about 2,000 interviews is determined with an error margin of +/-2% at 95% confidence interval. This sample was distributed proportionately based on the estimated population size, and is also representative of the rural/urban stratification. The exact sample size achieved in Q1 (March) was 2030 respondents, while in Q4 (December) it was 2000 respondents. In both quarters, the sample is representative in terms of male and female respondents (50% female). The majority respondents for both surveys were from rural areas (over 65%).

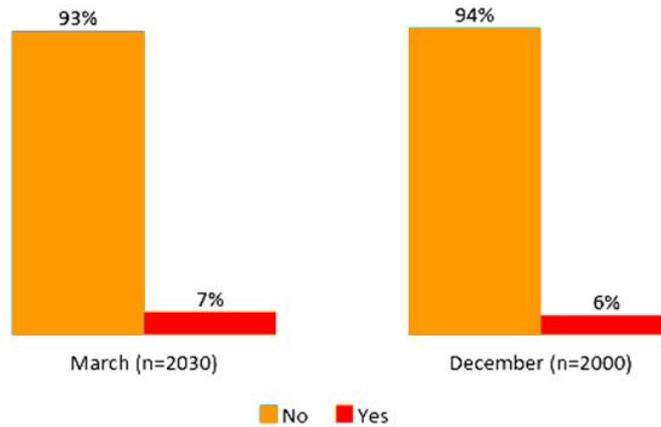
3. Key findings

Fact 1: Few respondents recall Uwezo by name, but significantly more can recall the main Uwezo slogan

In both March and December, we asked the citizens if they had heard of the Uwezo learning assessment. In March, 7% reported to have heard of the assessment, and a similar proportion (6%) was also registered in December, as shown in Figure 1. Of those who reported to have heard of it, we asked them to describe it. The responses were spontaneous (not prompted), and were coded into pre-set categories. The majority associated the assessment with “literacy and numeracy” (over 40%), followed by “education” (over 30%), “basic learning” (over 15%), and “learning outcomes” (over 7%), data not shown. The rest of the respondents linked the assessment generally with primary schools and research, while 9% did not remember what the assessment was about.

¹ <https://www.surveyanalytics.com/omnibus-survey-definition.html>

Figure 1: Proportion of Tanzanians who have heard of Uwezo



As another check on recall of Uwezo, we wanted to know if respondents recalled the main slogan of Uwezo. We asked respondents to complete the phrase 'Je watoto wetu wanasoma lakini wana... where 'Wanajifunza or Wanaelewa' answers were a sign of familiarity with the assessment or report. We found that while in March 30% could complete the phrase correctly (Figure 2), this increased to 42% in December (Figure 3).

Figure 2: Je watoto wetu wana...?

March (n=2030)

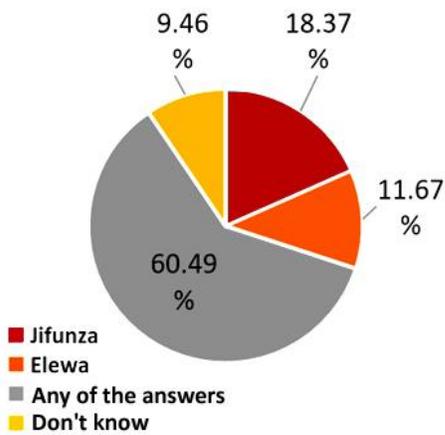
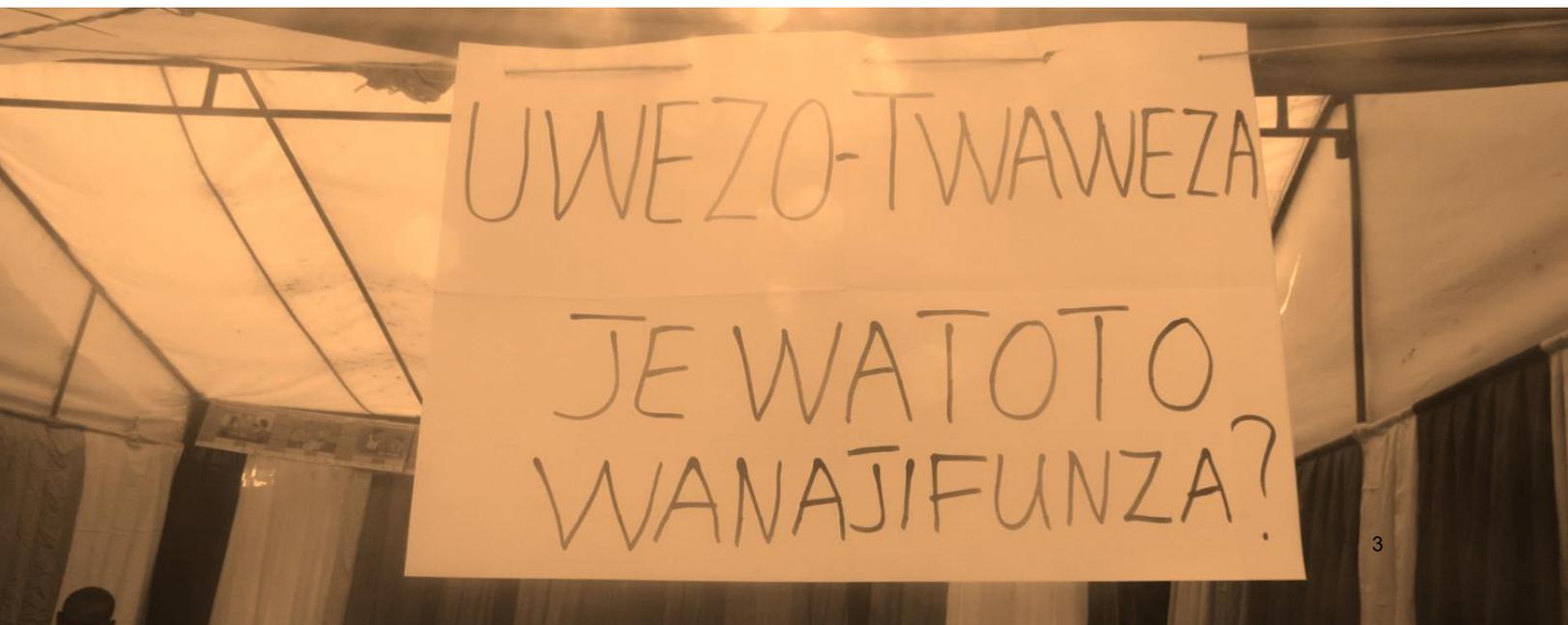
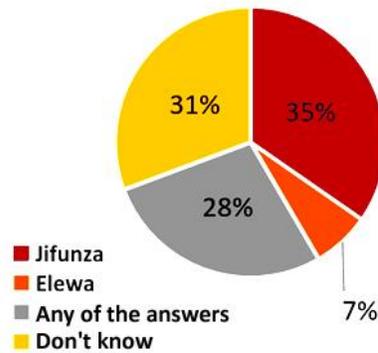


Figure 3: Je watoto wetu wana...?

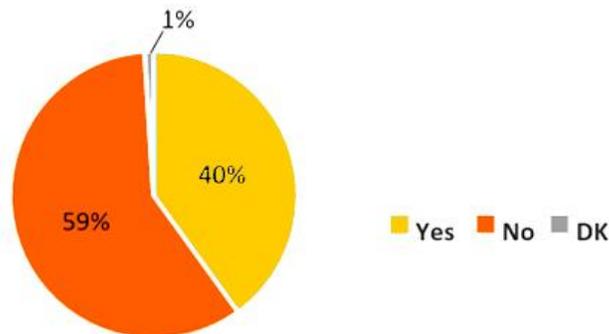
December (n=2000)



Fact 2: 4 out of 10 of Tanzanian citizens watched or listened to our election debates

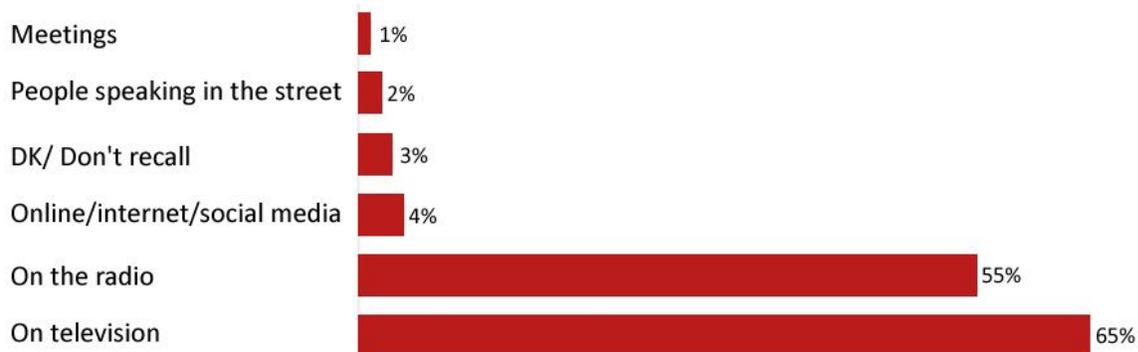
Part of our core work last year was to engage citizens in a program of electoral debates between the major political parties as Tanzania held its national election. The campaign was built around the concept of interactivity, a first in Tanzanian electoral debates, and it involved soliciting questions from “regular citizens” who made up the live audience as well as via social media and SMS. The debates broadcast live on television and radio. When we asked citizens if they had watched/listened to any political debates in the media recently, 40% confirmed to have done so (Figure 4).

Figure 4: Proportion of Tanzanians who had watched/listened to any political debates
December 2015 (n=2000)



We also asked respondents where they had seen /heard the debates. Over 65% confirmed to have seen the debate on television, 55% had listened to the debates on radio and 7% mentioned of social media, online, internet, people speaking in the streets and meetings as their source (more than one answer was possible). However, 3% admitted to not knowing or recalling where they saw/heard the debates (Figure 5).

Figure 5: Where did you watch/listen to the debates?
(n=799, more than one response possible)



Of those that reported to have watched/listened to political debates, only 8% recalled the official name of the debates: Mkikimkiki. However, we also asked what topics respondents recalled being discussed in the debates.

Figure 6: Proportion of respondents spontaneously recalling topics of the debates
(n=799)



As shown in Figure 6, more than half (57%) recalled political party manifestos /elections; other topics were recalled less frequently. These were not prompted answers: respondents free listed the recalled themes, which were later grouped. Notably, all the main recalled themes fit with the actual themes of each of the five main debates which had a topic (there were two additional ones for presidential candidates which did not have a specific theme). Nationhood was the topic of the first major debate, which was also the one with least viewership (which grew over the span of the debates). Therefore, we are fairly certain that exposure to “any” broadcast debate is in fact exposure to the Mkikimkiki debates.

Finally, we also asked for the main reason that respondents watched the debates. The answers (again unprompted) are shown in the table below. From the answers it appears that those who watched the debates, did so with a specific reason connected to understanding better the parties, the candidates, their views and positions.

Table 1: Reasons for watching the debates

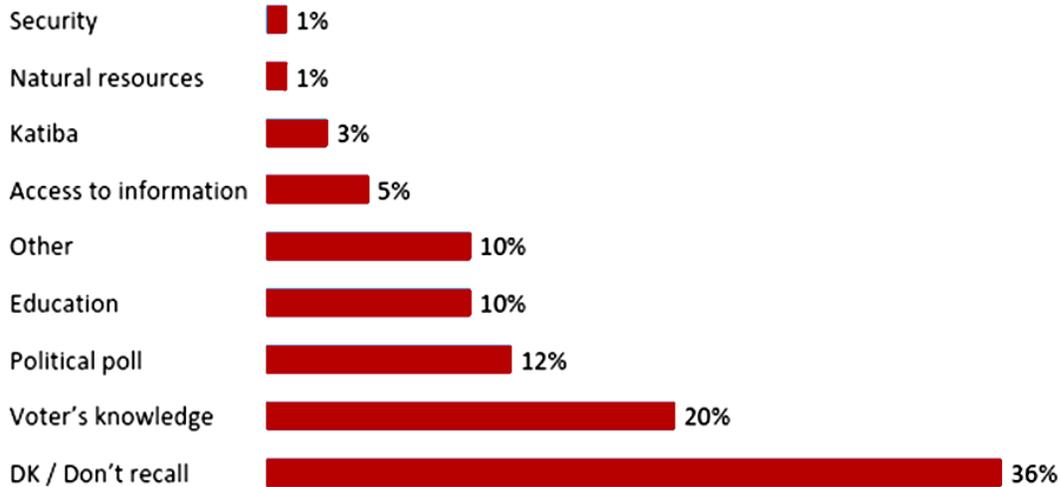
To get information on elections	38%
To understand the political parties manifestos/positions	20%
To hear views of different aspiring leaders	11%
To be able to have a discussions on elections	8%
To inform my choice / vote	7%
To hear issues/questions raised by ordinary citizens	4%
To be entertained	3%
Don't know	3%
Because others around me watch it	2%

Fact 3: One out of five Tanzanians has heard of Sauti za Wananchi

When asked if they had heard of Sauti za Wananchi, 19% responded in the affirmative. Given that we do not actively promote the Sauti brand outside the actual launches, this is a high recall rate. Among those that said yes, we asked them what topics they recalled the poll had covered. While 36% could not actually recall any of the topics, those who could recall the topics associated it with voter’s knowledge (20%), political poll (12%), education (10%), access to information (5%), constitution, natural resources

(1%) and security (1%) as shown in Figure 7. Again, these were unprompted answers, and they align well with the actual briefs released.

Figure 7: Recall of topics heard/seen
(n=382, more than one response possible)



The Sauti brief which caused most stir in the media in 2015 was the political poll, released about six weeks before the general elections. We asked citizens specifically if they have heard or seen this political poll, and 15% confirmed to have heard of it (a proportion similar to the 12% that recalled it spontaneously). Among those exposed, we asked where they had seen or heard about the poll, and what exactly they recalled were the main findings of the poll. Figure 8 and 9 present these results.

Radio and television were the most frequently cited sources of exposure to the political poll. The most commonly recalled finding for the poll was that “CCM/Magufuli is leading” – meaning, that the ruling party and the ruling party candidate were found to be in the lead in the poll. We also asked respondents about their opinion of the poll. While 29% thought the poll was biased towards one party, 79% agreed that the poll was credible, and 74% agreed that it presented the real opinion of citizens (data not shown).

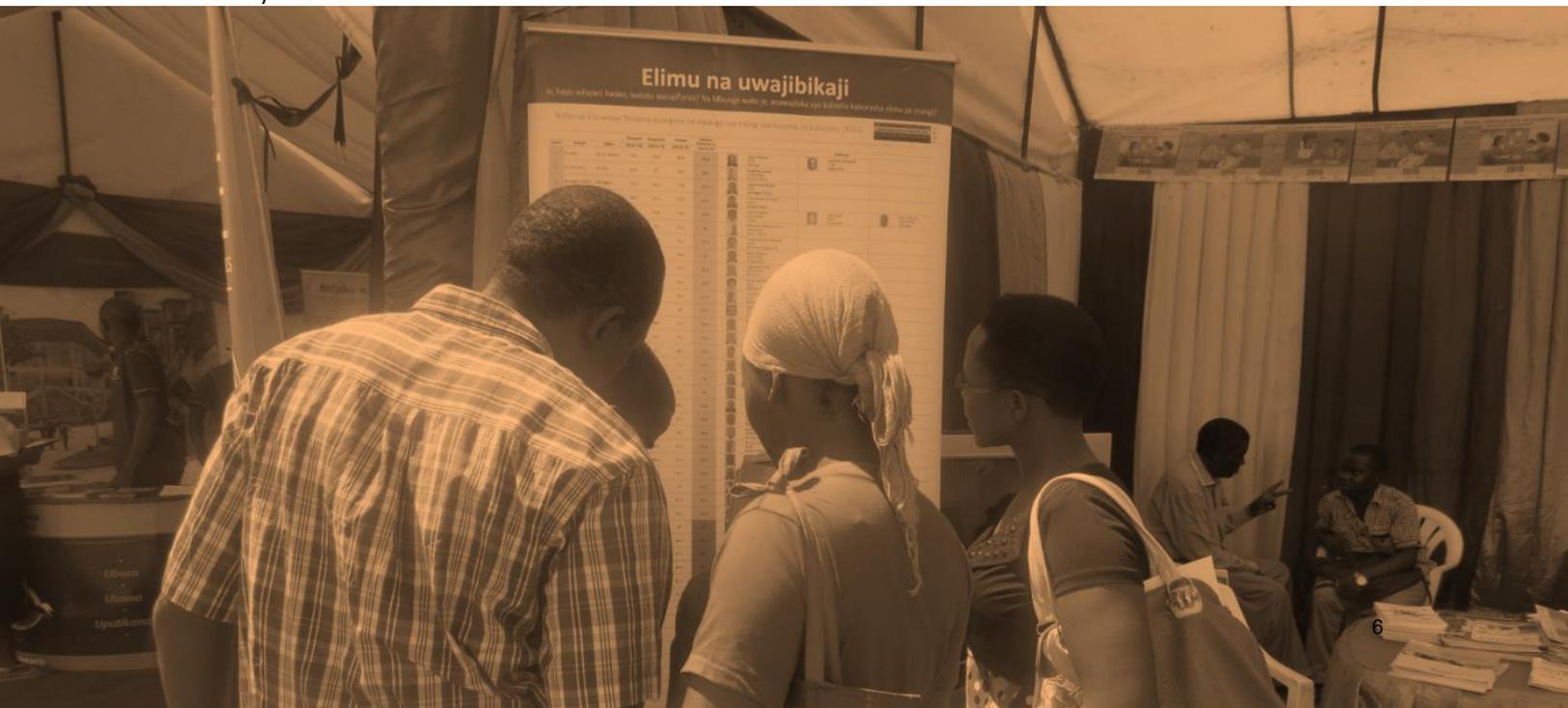


Figure 8: Where did you see/hear about the poll?
December (n=299, more than one response possible)

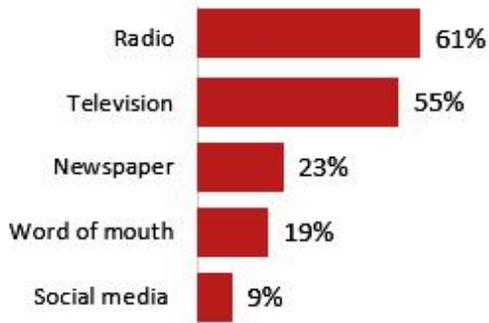
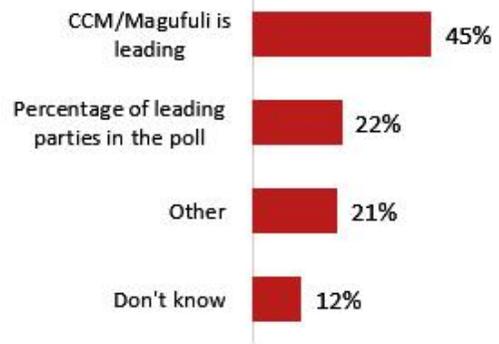


Figure 9: What were the main findings?
December (n=299)



Fact 4: Every fourth Tanzanian has heard of Twaweza

In both March and December we asked respondents whether they have ever heard of an organization called Twaweza. In March 30% answered in the affirmative, while the proportion of affirmative answers in December was 23%. Of those that reported to have heard of Twaweza and could describe it, the main terms used were: non-governmental, education, research, open government, community-based, and accountability. We asked these respondents about their opinion of Twaweza; results are shown in Figure 10. Nearly two-thirds of respondents believe that Twaweza has a political agenda, although just 24% believe we are partisan. Gratifyingly, the majority agree with the statements that Twaweza is credible (76%) and scientific (62%).

Figure 10: Proportion of respondents who agree or strongly agree
(n=466)

